ALABAMA COLLEGE
THE STATE COLLEGE FOR WOMEN
BULLETIN

to be held this year. 1st time since 1941

THE 1941
STUDENT CAREER CONFERENCE

THE 1941 STUDENT CAREER CONFERENCE

HELD ON THE CAMPUS OF
ALABAMA COLLEGE,
MONTEVALLO

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FOREWORD

Education, wherever it may be in process, whether in an elementary school, or in a high school, or in a college or university, in its largest and best sense must extend beyond the confines of the classroom. In this larger interpretation of the meanings of education, Alabama College presents to the general public this bulletin descriptive of the 1941 Student Career Conference.

In 1940 the College established the Vocational Advisory Service, which operates as an off-campus activity of the College, conducting research, and cooperating with all existing agencies to develop knowledge of Alabama conditions as to employment needs, and to arouse interest in, and seek solutions for, the vocational problems of Alabama women. The direction of the annual Student Career Conference was made a function of the Vocational Advisory Service in 1940, previous conferences having been held under the direction of a committee of the faculty.

ARTHUR FORT HARMAN
President, Alabama College

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HISTORY AND GENERAL PLAN

MISS ROCHELLE RODD GACHET
Director of the Conference

HISTORY AND GENERAL PLAN

The 1941 Conference was the eighth annual Student Career Conference, the first one having been held in 1934. Alabama College was the pioneer in this field in Alabama. Since 1934 a Conference has been planned each year, and hundreds of girls from all over Alabama have been aided in finding the occupations to which they are best adapted. Late June and early July has traditionally been the time for holding the Conference.

The Alabama College Student Career Conference is planned to bring together high school graduates and students of high standing who are interested in discussing with women leaders in their fields the occupational outlook for young women in Alabama.

Without broad knowledge of a wide range of different occupations an intelligent choice of occupation is not possible; through occupational round tables this knowledge is made available. Without a thorough understanding of her own aptitudes and capabilities a girl cannot choose wisely; through the tests and counseling, aid is given in determining along what lines real interests lie.

The Conference is designed to help young women answer such questions as:

Am I fitted for the career of my choice?

What opportunities does it offer?

What are its disadvantages?

What training does it call for?

Where can this training be best secured?

What will adequate training cost in time and money?

What are the personal characteristics necessary for job success?

What are the occupational fields offering the best opportunities at the present time?

The student membership of the conference is composed of girls who have been recommended by the principals of the high schools they have attended as being in the upper one-fourth of their classes in scholarship, and as having shown qualities of leadership. The number of girls permitted to attend from any school is determined by the size of the enrollment of the school. Only seniors and juniors are eligible. The total registration at the Conference is limited to 250.

There is brought in as leader of the Conference each year a woman of broad experience and successful achievement who can direct and inspire the thinking of others. The leader of the 1941 Conference was Dean Adah Peirce of Hiram College, Hiram, Ohio. Leaders of past Conferences have included such women as: Mrs. Chase Going Woodhouse, Director of the Institute of Women's Professional Relations; Miss Helen Voorhees, Vocational Counselor at Mt. Holyoke College; Miss Bess Bloodworth, Vice President in charge of Personnel at

the Namm Store in Brooklyn, N. Y.; and Miss Helen Shell, Vocational Director, Katherine Gibbs Schools, New York City.

Fellowship through recreation was definitely a feature of the 1941 Conference. A variety of recreational opportunities was provided. The Conference was planned to give the girls ample time to become acquainted with each other, and to share experiences. The girls met informally not only the students but the women attending the Conference as speakers and counselors.

The last day of the 1941 Conference, as is customary, was given over to occupational round tables, lasting an hour. While attendance was not required, each girl was urged to attend five round tables, and could attend six, choosing from a list sent her with the attendance application. The round table program for each girl was scheduled in advance, decision being based on the indicated choices in the light of the results of the vocational interest test. Round tables may not be "visited" at will, but approved changes can be made in a girl's schedule, particularly if so advised by a girl's counselor. In 1941 as an average a girl attended four round tables, with thirty per cent of the girls attending six round tables.

The round tables were presided over by members of the faculty of Alabama College in most instances, off-campus persons being used in a few cases where faculty informed in the occupational field involved were not available. The round table talks are limited in time to leave opportunity for discussion of questions raised by the students. In 1941 there were forty-seven speakers for the twenty-eight round tables. These women represented successful experience in the occupation, and talked in realistic terms. Many of them were drawn from the membership of the Alabama Federation of Business and Professional Women's Clubs, the American Association of University Women, Altrusa and Pilot Clubs.

THE EIGHTH ANNUAL

Student Career Conference

for High School Girls

ALABAMA COLLEGE

MONTEVALLO, ALABAMA

June 25-28, 1941

Program

Wednesday, June 25

1:00- 4:00 p.m.	Reynolds Hall	Registration
4:00- 6:00 p.m.	Palmer Hall	Tests
6:30- 7:30 p.m.	Camp House	Picnic
8:00-10:00 p.m.	Palmer Hall	Movies on vocations and Student Government program

Thursday, June 26

8:30-12:00 a.m.	Campus	Tennis, swimming
8:00-12:00 a.m.	As scheduled	Counseling interviews
8:00-12:00 a.m.	Front of Main	Campus tours (each hour)
8:00-12:00 a.m.	Library	Vocational books on display
10:00-11:00 a.m.	Comer	Movies on vocations
1:30- 2:30 p.m.	As scheduled	Counseling interviews
3:00- 4:30 p.m.	Palmer Hall	Convocation
7:30- 9:00 p.m.	Palmer Hall	Convocation
9:00-10:00 p.m.	President's Home	Garden party

Friday, June 27

8:00-12:00 a.m.	As scheduled	Round Tables
12:00-12:30 p.m.	Palmer Hall	Organ music
2:00- 4:00 p.m.	As scheduled	Round Tables
6:30- 7:00 p.m.	Front of Main	Step Singing
8:00- 9:30 p.m.	Palmer Hall	Convocation
9:45-10:15 p.m.	College pool	Splash party

Saturday, June 28

Conference closes with breakfast

MEALS

All meals will be served in the New Dining Room. The hours for meals are:

Breakfast	7:30-8:00 a.m.
Dinner	12:30-1:00 p.m.
Supper	6:00-6:30 p.m.

GENERAL SESSIONS

Wednesday, June 25

6:30-7:30 p.m. Camp House
Hostess—Miss Margaret McCall
Picnic and games

8:00-10:00 p.m. Palmer Hall
Presiding—Miss Mary Love Martin
Movies on vocations and Student Government program

Convocations

Thursday, June 26

3:00-4:30 p.m. Palmer Hall
Presiding—Miss Rochelle Rodd Gachet
Welcome—President A. F. Harman
Address—Dean Adah Peirce, **Elements of Success**

7:30-9:00 p.m. Palmer Hall
Presiding—Mrs. Mary McCoy
Music—Mr. Ziolkowski
Statement—Dean Napier
Address—Dean Adah Peirce, **Vocational Outlook in 1941**

Friday, June 27

8:00-9:30 p.m. Palmer Hall
Presiding—Miss Dawn Kennedy
Address—Miss Mary Walter Smyer
How Decide on a Vocation?
Address—Dean Adah Peirce
Why Decide on a Vocation?

ROUND TABLES

Advertising and Publicity (2:00 p.m., Comer 205)
Presiding—Miss Lorraine Pierson
Miss Helen Wise, Publicity Consultant, Montgomery
Mrs. Helen Freeman, Advertising Dept., Burger-Phillips, Birmingham

Art (8:00 a.m., Bloch 209)
Presiding—Miss Martha Allen
Miss Garnet Leader, President, Birmingham Art Club
Miss Jane Eastman, Commercial Artist, Birmingham News-Age-Herald

ROUND TABLES (Continued)

Business—Bookkeeper (2:00 p.m., Comer 217)
Presiding—Mrs. Rosa Lee Stoelker
Mrs. Thelma Goins, Bookkeeper, Tatum-Embry-Huddleston, Montgomery

Business — Clerical and Statistical (10:00 a.m., Reynolds Auditorium)
Presiding—Miss Minnie Tracey
Mrs. Nannie R. Nash, Office Manager, Alabama Engraving Co., Birmingham
Miss Annie Seay Owen, Statistician, State Dept. of Education

Business—Secretarial (9:00 a.m., Reynolds Auditorium)
Presiding—Miss Frances Ribble
Mrs. Carrie K. Andrews, Past President, Alabama Federation B.P.W. Clubs
Miss Katherine Oliver, Kiwanis Club, Birmingham

Civil Service (3:00 p.m., Comer Auditorium)
Presiding—Dr. Hallie Farmer
Mrs. Jane D. Martin, Special Representative, U. S. Civil Service

Cosmetology (10:00 a.m., Comer 107)
Presiding—Mrs. S. M. Mahan
Mrs. Rose Woodall, Woodall System of Beauty Culture, Birmingham

Florist (2:00 p.m., Comer 105)
Presiding—Miss Louise Withers
Mrs. Bess Johnson, Mountain Brook Florists, Birmingham

Home Economics — Business Opportunities (11:00 a.m., Bloch 7)
Presiding—Miss Mabel Blevins
Mrs. Erline Hubbard, Alabama Power Company, Anniston
Mrs. Mary B. Merritt, Merritt's Beaten Biscuit Co., Montgomery

Home Economics—Dietitian (9:00 a.m., Bloch 104)
Presiding—Mrs. Glennie Nybeck
Mrs. Faires Whitehead, Head, Dept. of Nutrition, University of Arkansas, School of Medicine

Home Economics—Teaching and Home Demonstration (2:00 p.m., Bloch 7)
Presiding—Miss Mary Love Martin
Miss Mary Ling Hayley, Supervisor, Home Economics Education
Miss Lucille Mallette, Extension Service, Auburn

Interior Decoration (9:00 a.m., Bloch 209)
Presiding—Miss Dawn Kennedy
Mrs. Bessie Mussey, Mussey-Latady, Birmingham

Journalism (11:00 a.m., Comer 317)
Presiding—Miss Eloise Meroney
Miss Marguerite Johnston, Birmingham News-Age-Herald
Mrs. Alyce Walker, Society Editor, The Birmingham Post

Library Work (2:00 p.m., Comer 317)
Presiding—Miss Abi Russell
Mrs. Mildred B. Harrison, Librarian, Shelby County Library

Medical Science (10:00 a.m., Bloch 5)
Presiding—Dr. Willena Peck
Dr. Louise Branscomb, Physician and Surgeon, Birmingham
Dr. Lola Taylor, Dentist, Birmingham
Mrs. R. Gibson, X-Ray Technician, Levi Laboratory, Anniston

ROUND TABLES (Continued)

Music (8:00 a.m., Calkins Hall)
Presiding—Miss Katherine Farrah
Mrs. Burr Nabors, Private Studio, Birmingham
Miss Christine McCann, Director Music Project, W. P. A.

Nursery Schools (3:00 p.m., Bloch 104)
Presiding—Miss Ethel Bickham
Miss Lulu Palmer, Chief Training Consultant, W. P. A.

Nursing (11:00 a.m., Comer 105)
Presiding—Dr. Willena Peck
Miss Frances Zeigler, Dean, School of Nursing, Vanderbilt University
Miss Elizabeth McDonnell, Director, Nurses Official Registry, Birmingham

Photography (3:00 p.m., Comer 107)
Presiding—Dr. Zoe Black
Mrs. W. A. Sullivan, owner, Sullivan's Studio, Decatur
Mrs. Alice Yeager, owner, Yeager's Studio, Montevallo

Physical Education and Recreation (8:00 a.m., Comer Aud.)
Presiding—Miss Margaret McCall
Miss Ruth Lehman, Florida State College for Women
Miss Minnie Sellers, Training Consultant, W. P. A.

Religious Work (8:00 a.m., Comer 109)
Presiding—Mrs. Mary McCoy
Miss Nannie M. Price, First Methodist Church, Birmingham

Retailing—Department Store Work (11:00 a.m., Bloch 104)
Presiding—Miss Josephine Eddy
Miss Lois Wright, Training Director, Loveman, Joseph and Loeb, Birmingham

Retailing—Owner of Shop (3:00 p.m., Comer 105)
Presiding—Mrs. Mabel Cheatham
Miss Ethel Reasoner, The Little Shop, Montevallo

Social Work—Government Agencies (9:00 a.m., Comer 205)
Presiding—Mrs. Isobel Bruce
Miss Doris Bender, Field Representative, State Dept. of Public Welfare
Miss Virginia Gibbs, District Social Worker, W. P. A., Decatur

Social Work (10:00 a.m., Comer 205)
Presiding—Mrs. Augusta Sledge
Mrs. Isobel Bruce, Alabama College
Mrs. Beatrice Vines, Field Representative in Alabama, American Red Cross

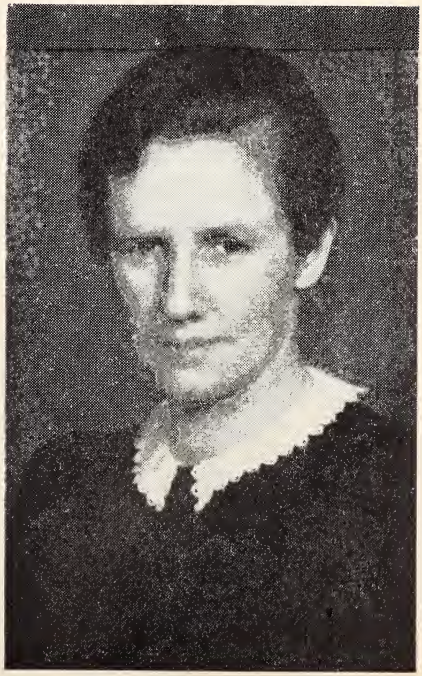
Speech (10:00 a.m., Comer Auditorium)
Presiding—Miss Ellen-Haven Gould
Miss Florence Pass, Director of Speech, Ensley High School
Miss Wilhemina Quarles, Program Director, WJRD, Tuscaloosa

Teaching (11:00 a.m., Comer Auditorium)
Presiding—Mrs. Charlotte Peterson
Miss Lorine Barnes, President, Birmingham Teachers Association
Miss Anne Holdford, Director Workshop Program, Alabama College

Writing (9:00 a.m., Comer 105)
Presiding—Mrs. Lillian Ward
Mrs. Willie Hughes Tarpley, President, Alabama Writers Conclave
Miss Elizabeth Van der Veer, free lance writer

CONVOCATIONS

DEAN ADAH PEIRCE
The Conference Leader



ELEMENTS OF SUCCESS

Address delivered by Adah Peirce, Dean of Women, Hiram College, to the Student Career Conference, Thursday afternoon, June 26, 1941

Elements of success! Before we can come to any conclusion of what those elements are, we must make a careful analysis of several factors which are involved in the success of women in 1941. First, we should spend a few minutes analyzing the progress which women have made during recent decades. Second, we should come to some agreement regarding a definition of "success". Finally, we should spend much time, the bulk of our time, analyzing those characteristics of successful women which have made it possible for them to reach the positions which they now hold. Incidentally, it will probably be valuable for us to see how education—particularly college education—is an aid in the development of these characteristics for success and ultimately we must come to some conclusions regarding the position of women in the world today.

Not long ago a prominent author in this country became interested in the progress of women and decided to make some historical investigation regarding that progress. She kept pushing her research into earlier and earlier centuries until she finally decided that she should begin with the first woman, Eve. Much to her amazement she could not find much of anything about Eve outside of the Bible. Therefore she decided to go to the final source of all research material, the encyclopedia. She hurriedly turned the pages through the "e's" until she came to "Eve". Imagine her amazement to find in the encyclopedia only this statement regarding "Eve": "See Adam."

What a long way we have come in the last ten thousand years. No longer is woman's success measured only according to that of her "Adam". It has been an up-hill fight and some times for centuries women have had to recede to the background. But when we consider the achievements of Queen Elizabeth, Joan of Arc, Catherine the Great, Queen Victoria, and the hundreds of women who have gained renown during the current century, we can surely believe that it is possible for women to gain success in their own right.

In the first decade of this century women had very few vocational opportunities outside of their own homes. Society was beginning to accept them as school teachers but they were frowned upon if they attempted to get into any type of office work or any other vocation which was not considered a feminine occupation. In other words they had little opportunity to get a variety of experiences outside of their homes.

Then came the second decade of this century which brought with it the World War. The men of the country were taken for a variety of types of war work with the result that women were given unlimited opportunities in hitherto closed vocations. Some of them had the capacity to make the most of those opportunities

and really to develop themselves and their jobs far beyond anything which had been dreamed of. But a large majority of the women entered these new vocations with little training and little experience and as a result did not prove to be one hundred per cent valuable. However the leaders among women began to realize that it was very necessary for women to give some thought to and have some training for vocations outside of their homes.

Many programs were outlined for the better development of women. These programs were pretty well established by the end of the third decade of this century. And then came the depression! During the 1930's when we were all struggling with an economic chaos, the opportunities of women again became very limited. But now, in 1941, the pendulum is swinging back again and many new vocations for women are developing. As these vocations are developing, however, society is being very cautious in demanding some proof of women's ability as well as proof of their stability. There is definite confusion regarding women's place in a democracy such as our country, just as there is confusion regarding the future of democracy.

But here we stand at the beginning of a new era. What is the success which we as women can achieve in that era? Should a woman measure her success in monetary terms? In other words can a woman be considered to have arrived, only when she has achieved a salary of four or five thousand dollars per year? I believe that success should be considered in much broader terms than monetary ones.

We all of us know doctors and ministers, teachers and social workers, in fact a vast number of professional people whose incomes are not large but who are respected and recognized for what they have achieved for humanity. Some of the greatest men and women of our day have died relatively poor people but were definitely considered successful by all of their fellow men. For example, Madame Curie never had money enough to buy any of the radium which she discovered and when she was given a small amount by a group of scientific admirers, she willed it to her laboratory for future research purposes.

To me, a third element of success is that of individual contentment. Many people gain both fame and fortune but are still very unhappy in their work. The woman who finds a vocation where she is contented with her own activities, and with her relationships to the world, is one, I believe, who is truly successful. What are the characteristics which are going to help you find success in the vocation which you ultimately choose on these three bases of success: individual contentment, contributions to humanity, and monetary rewards?

I believe that the characteristics which lead to success may be classified into two groups, the tangible and the intangible. The tangible characteristics are the obvious ones which we can discuss very quickly, even though they are quite important if one is to be

a success. To begin with, every person should always take great care of her appearance. By that I do not mean that one must always wear expensive clothes nor clothes which are of the latest fashion. But every woman should be exceedingly careful of her grooming. Her clothes should be clean, well pressed; her shoes should be well polished and never have run-over heels. Her hair should be becomingly and neatly combed. Her make-up should be in good taste. Her finger nails should be well cared for but not over-cared for. In other words no matter how poverty stricken a woman is, she can always keep clean and well-groomed.

A second tangible element of success is one's speech. Is your English always correct? Do you talk in clear-cut organized sentences? Do you have a broad enough vocabulary in order to express yourself adequately? Do you know when *not* to talk as well as when to talk?

A third tangible characteristic of success is one's type of writing. Surely every graduate of a high school should write correct English in a legible hand and she should also be able to express her ideas in well-organized form on paper as in speech. Many an applicant for a job who has made a favorable impression in an interview has ruined her opportunities because she could not even write an adequate letter.

Still another tangible characteristic for success is that of social ease. There is absolutely no sense for any intelligent woman to be ill at ease in any social situation. When she is shy and different in a social group, she is showing herself to be very egocentric and self-conscious. In other words she is considering herself such an important member of the group that she thinks everyone else is watching her or listening to her. If we could only forget ourselves when we are in a social situation and realize that social ease means being considerate of the other members of the group and acting in a natural simple manner in our relationships to the other members of the group, we would not have so much social self-consciousness.

There are probably several other tangible elements of success which we could discuss but I want to pass from these tangible characteristics to the intangible ones, which to me are much more important. For convenience I have organized these intangible characteristics into three groups, namely:

1) flexibility;
2) trained imagination;
3) willingness to assume responsibility.

For centuries women have been much more inflexible than men because their activities have been largely confined to their own homes where they could work and manage largely according to their own ideas. Men have always had to mingle with other men in their work and have had to develop a flexibility in their relationships in order to get along with these other men. Women need to learn how to be more flexible. They have always had

to adjust themselves to the whims of the individual members of their family. Now they must recognize that they must make similar adjustments to all of the other people with whom their work outside the home brings them in contact. Every individual who works with other people has to learn that many times, even though he is right, he must adjust his activities to agree with those of other people who are equally sure that they are right.

You girls who have participated in sports in your school life have long ago learned that you must be flexible whenever you are playing a game which involves a team. In basketball or in hockey you elect a captain. The captain plans the plays for the team. You are either flexible enough to cooperate with the other members of the team or you are soon put off of it.

What do I mean by my second characteristic, a trained imagination? Just this: that characteristic in a worker on any job which she is in which makes her see not just the job which is being done but her relationship to the vast number of other people who are involved. I know the mother in the home long ago had to develop a trained imagination in order to rear a family of healthy children. She had to anticipate possible illnesses, possible accidents, the necessity for future education and many other things which were necessary for her family of children. After she had had two or three children, she was more successful in this anticipation and had what we would call a trained imagination.

You too have had some experience in training your imaginations in sports. If you have ever ridden horseback, you have to know the temperament and the capacity of your horse, as well as the country over which you are riding it. You use your imagination to anticipate difficulties. The more you ride the better your imagination is trained. The same is true with playing the game of tennis or golf or sailing a boat or any other of the many sports in which you may be interested.

Is it not logical that a woman would be much more valuable on a job if her imagination were trained to meet the possibilities of that job? You would not have progressed very far in school if your teachers had not considered each of you as individuals and because of their trained imaginations been able to develop you according to your individual capacities. The farmer would not be much of a success if his imagination were not trained to meet all of the difficulties of weather which are so vital to the reaping of his crops. The successful nurse is not the one who just carries out the doctor's directions, but the one who has her imagination so trained that she sees when special care and attention should be given to the patient in an emergency which the doctor has not anticipated. The successful manufacturer has always been the one whose imagination was unusually trained to anticipate the demands of his customers. Today we are finding that the outstanding manufacturers are those whose imaginations are sufficiently trained to use their machinery and tools for the production

of defense materials instead of the products for which they were designed. Can't you see how a trained imagination is vital for success of any job?

The third intangible definition for success is one in which women, again, more frequently than men have failed to develop; that is, they are unwilling to assume responsibility of any great magnitude—sometimes they even do not assume responsibility for all of their own acts. If you really expect to be a leader in any capacity, you must assume responsibility. True, you will frequently make mistakes. All human beings do. But you must even assume responsibility for those mistakes and just make sure that you do not make the same mistake a second time. Ultimately, however, the person who is unafraid of responsibility for his own acts and for the acts of others is the one who will reach the top in his vocation and be labelled a success.

I have wondered several times lately about a taxi driver whom I rode with early this spring. He was taking me to a train after having been on the job of driving his taxi all night. I noticed he seemed a little bit harassed and worn and asked the cause. Then came the tale of his having run down a "hit-and-run" driver at three o'clock that morning. Apparently the driver was drunk, had been driving at too high a speed, and had knocked down and injured a newsboy who had just started on his morning route. The taxi driver saw the whole accident, motioned to another motorist on the street to take care of the boy while he went out after the offender. He raced him for several miles until he finally was able to stop the car and get the man out. There was quite a battle before the man was willing to admit that he had been the cause of the accident. But by this time the police had arrived and the drunken "hit-and-run" driver was taken to jail. I was the last passenger the taxi driver was to have before he went to police court to give evidence. I learned from the way he was handling his taxi that he was not feeling too good and he thought he had had a rib or two broken in the fray.

Now why did the taxi driver assume responsibility for catching the "hit-and-run" driver? There was absolutely nothing in it for him, and he acquired a damaged taxi and a couple of broken ribs in the process, but he apparently is so concerned with the development of safe driving in his city that he has set himself to the task of doing all that he can to catch the "hit-and-run" drivers. This is an example of what I mean by being willing to assume responsibility beyond the immediate task which is ours.

In summarizing this discussion of tangible and intangible characteristics for success I am sure you will agree with me that the intangible are more vital than the tangibles. But if we really believe in the value of flexibility, trained imaginations, and willingness to assume responsibility, in the development of success, we are sure to see that the tangible characteristics which are related

to appearance, speech, writing, and social ease, are all outgrowths of the intangible ones.

And now I want to talk with you just for a few minutes regarding how you can aid in the development of these elements of success. If you come to college, you will understand more than before how your academic work is most valuable to you in the training of your imagination. Actually the academic program of the college should desire three things for all students.

1. It should give you a breadth of knowledge.
2. It should give you a mastery of one field of knowledge.
3. It should develop methods of thinking which will be invaluable to you when you are out of the academic world.

Perhaps if you come to college, you will find it is necessary to earn part of the money to pay your expenses. If such is the case, do not feel that life is being a bit unfair to you. Actually you have a better opportunity for developing flexibility and for assuming responsibility than those students who have nothing to do but to spend their time on their academic schedules.

But college has more than work to offer you. The many extracurricular activities which are related to music, dramatics, sports, and the different student organizations, will all aid you in the development of both the tangible and intangible characteristics of success.

Then comes the normal social life of any college student which involves pleasure and playing with a wide variety of people from many varied backgrounds. This phase of college life, too, will add unlimited experiences which will, if you permit them, develop the elements which lead to success.

How are we going to summarize all these ideas regarding the elements of success, especially as we consider the vocational opportunities for women? To me there are just three things for us to consider in that summary:

1. We are just entering upon a new era for all of the civilized world.
2. If democracy wins in the new order of civilization, the opportunity of women is unlimited, providing they recognize that their security is based on a better understanding of the world and of themselves. Also they will find that in this new arrangement they will have lives of interest and appreciation as they gain confidence in themselves through the development of flexibility, trained imaginations, and willingness to assume responsibility.
3. If democracy loses, these same three characteristics will be needed by all—especially women—if we are going to salvage any of the remnants of western civilization.

THE VOCATIONAL OUTLOOK IN 1941

Address delivered by Adah Peirce, Dean of Women, Hiram College, to the Student Career Conference, Thursday evening, June 26, 1941

It would take a much better prophet than I can claim to be to make any accurate statement regarding the vocational outlook for women in 1941. But perhaps I can hazard a satisfactory guess which is based on the information I have been able to glean.

Unquestionably the war in which most of the world is involved is bringing unlimited opportunities to women. As Eve Curie said in a recent talk, "The world has long considered women a peace-time luxury, but a war-time necessity."

Before we begin to analyze the vocational opportunities which are ours today, let us make a hasty survey of women's activities in the United States during the century and a half of its history. We all know that our pioneer grandmothers and great-grandmothers used all of their potentialities in helping their husbands carve out homes in the wilderness. But after those homes were established and women were provided with many comforts, through no effort of their own, mid-Victorianism decreed that they should not engage in anything but the most lady-like activities which were related to the home life. Then came the first World War and the period of rapid industrial development which immediately followed. During that time women were given more vocational opportunities and responsibilities than they were prepared to carry through adequately.

With the economic depression of the thirties and the rise of Fascism in Europe, women's vocational potentialities have been belittled during the past decade. But now we are again facing unlimited opportunities. The question is where are we most needed and how should we equip ourselves for assuming the responsibilities which our vocational opportunities will demand.

I believe that there are five factors to be considered in the selection of a vocation and I should like for you to think with me about these factors as you are concerned with them. For convenience I shall first list those five factors and then attempt to develop them for your better understanding:

1. Fields of knowledge.
2. Classification of vocations.
3. Analysis of skills.
4. Analysis of satisfactions.
5. Analysis of self.

I believe that it is necessary for us to make some analysis of the fields of knowledge because every vocation has its foundation in some one of those fields. You, as high school seniors and potential college students, have probably already decided in which of these academic fields you have had the most interest. For several years many educators have organized all academic work into three major fields: the humanities, the social sciences, and the natural

sciences. Under the humanities they have considered the more specialized subjects of literature, music, painting, sculpture, and all of the other arts. Under the social sciences they have included economics, sociology, political science, psychology, and all of the disciplines which are concerned with developing a better understanding of social relationships. Under natural sciences they have included both the physical and biological sciences. There are many subdivisions under each of these two major divisions but those sciences with which you are probably most familiar are Mathematics, Physics, Chemistry, Biology, and Botany.

Haven't you, in your educational development to this point, already discovered which of these fields of knowledge has interested you most? Have you given any thought to the vocations which are natural outgrowths of these fields of knowledge? Most of our time this evening will be devoted to the development of the relationship between these academic interests and the vocational opportunities which are outgrowths of these interests.

How shall we attempt to make an analysis of vocational opportunities? Again, as a matter of convenience, I have organized the vocations in which women have been successful into five major fields. Shall we first list those fields and then attempt to analyze each of them. My list is as follows:

1. The Health Vocations, which are primarily the outgrowth of knowledge gained in the natural sciences and the social sciences.
2. Scientific Vocations, which of course have their foundation in all types of laboratory work in the natural sciences.
3. Business Vocations, which are based primarily on a knowledge of all of the social sciences.
4. Art Vocations, which require a broad knowledge of all the humanities.
5. Social Vocations, which are based primarily on a thorough grounding in the social sciences but which also require some knowledge of the natural sciences and the humanities.

What are the many health vocations in which there are opportunities for women today? Unquestionably the one which heads the list in 1941 is Nursing. Because of the war emergency, Nursing is considered the second largest field for women in this country. The Army alone expects to employ over 4,000 nurses by the first of July. A second health vocation which developed during the last World War and is again receiving a great impetus because of this war, is that of Physical and Occupational Therapy. Many people who have hitherto been completely incapacitated because of disease or injury are rehabilitated so that they can again function as normal members of society. Public Health programs in our local communities, in army camps, and in other localities where there is intensive production of war materials, are presenting many problems for skilled workers. Women can find numerous

opportunities in the administration of these programs and in the various government laboratories which are connected with them.

Dentistry continues to be a vocation which is attracting more women, especially dental work with children. Dietetics has long been considered almost an exclusive vocation for women and many of our federal authorities are pointing out that its development is second only to the development of the Army in our defense program. The many branches of Medicine are steadily opening opportunities for women. It is a difficult field for a woman to enter but if she has the courage to face the long program of training, she will find a variety of opportunities for her skill, especially in medical work with children and women.

Physical Education work is being increasingly considered as a health vocation as we have been shifting our emphasis to the prevention of disease from the curing of disease. Undoubtedly the building of strong bodies and the development of recreation programs has done much toward the development of a healthier population. There are many opportunities in Physical Education for women in our schools, on our playgrounds, in various types of social work, and other unclassified places. I am sure that there are many other vocations which we could include under the Health group but perhaps I have listed enough for you to stimulate your thinking about the vocational opportunities for you if your major academic interests have been in the natural sciences and in the social sciences.

The opportunities for women in Scientific Vocations have not yet developed to any great extent. But if you are more interested in the sciences than anything else and are willing to recognize that you may have a battle to achieve success, there is no reason why you cannot enter some one of the scientific fields. Of course the scientist who is considered at the top is the one who devotes his time to pure research in that particular science which interests him most. There are a few opportunities for women in pure research in each of the sciences, but they are limited.

A second vocational field related to the sciences is Teaching. Again, it is difficult for a woman to get a position to teach any of the sciences except in a women's college or a girls' school, but if she is good enough and is willing to recognize the difficulty, there is no reason why she should not teach her favorite science.

A growing vocational opportunity which is based on the sciences is that of Writing, in a more or less popular vein, regarding scientific discoveries. The whole world is interested in the results of scientific investigation but only a few people are able to understand the scientific vernacular. A person who is well grounded in her sciences and is able to write will find a large field in interpreting scientific discoveries to the general public.

Probably the greatest number of vocational opportunities which are based on the sciences is in the broad field of Applied Sciences. One of the rapidly increasing vocations for women is that of the

Laboratory Technician. Several schools and clinics in the country have organized courses for the development of women as laboratory technicians. Another field of applied science where women have made good is that of Photography. With a scientific knowledge of photography and some training in art, several women have made outstanding successes in this field. Still other fields of applied science where women have made good in spite of the odds being against them are in the rapidly growing fields of the Radio, Aviation, and Engineering. It is uncertain what the immediate future will offer in these fields for women. But if you are interested in any one of them and willing to recognize the difficulties, you can make good as other women have before you.

And now we come to the very large group of Business Vocations. The one which heads the list in offering opportunities for women in 1941 is General Office and Secretarial Work. Employment bureaus all over the country are claiming that they cannot begin to fill the demands for skilled secretaries. They especially are eager to have secretaries who not only have their stenographic training but have some college education and if possible a degree. But if you decide you wish to be one of these high-powered secretaries, make some decision fairly early in your training regarding the type of secretarial work which interests you most. Do you want to be a secretary in an industrial organization? Do you want to be in an educational institution? Do you want to be in insurance work? Would you prefer to be connected with some type of merchandising or would you like to be in a bank? Each of these positions requires some specialized academic training beyond the mere stenographic work.

A second growing business vocation for women is that of Advertising. Isn't it logical that when about 85% of the purchases in this country are controlled by women, women should be best equipped to know how to advertise the commodities which are purchased? If you are interested in this field, however, don't get any romantic notions that you need to be an artist or even much of a creative writer. What you need is good sound business sense based on a knowledge of economics and some skill in estimating the supply and demand of the consumer.

Still a third field in which women have been achieving growing importance is that of Insurance. Here they have been especially successful in selling insurance policies to the growing number of business women. There are a few opportunities for women in Banking but again only a few have reached the top positions such as being the president of a bank or in some one of the other key positions.

Department Store Work has, during the last ten years, offered an increasing number of opportunities for the educated woman. Unfortunately the uninformed girl sees only the glamour of department store work and does not recognize that there are other positions than being the buyer of dresses for the college girl. There

are many other departments which need buyers which should be women such as the buyers of toilet goods, notions, and kitchenware. Also there are other opportunities in merchandising in the department stores than that of being a buyer. Then there is an entire group of vocations in a department store which has very little to do with merchandise but is more concerned with people. This has to do with the many types of personnel work which are done in a department store. If you have any leanings toward department store work, be sure you have a thorough understanding of all of the opportunities offered in that store and set about equipping yourself for the job which interests you most. I can promise you that some of the best positions in a department store today are held by college graduates who have had some specialized training beyond their college work.

Real Estate has been opening up some new vocations for women, especially that phase of real estate which has to do with the building and selling of homes. In earlier years women always complained that men did not understand the correct height of the kitchen sink and the best place for the ironing board and how valuable storage closets are. Is it not reasonable that women should succeed in this vocation if they put their minds to it?

Finally there are some opportunities for women in Hotel Work. A few women in the country have become managers and even hotel owners but the majority of vocations for women in a hotel are related to the supervision of the housekeeping of a hotel and the special entertainment.

If you have found that your major interests are in the Humanities, there are unquestionably a number of vocations for women which are related to the various arts. Psychologists disagree on the point of whether geniuses are born or made. Unquestionably there is little advice that I can give you if you were born with special ability in one of the arts. If you have that ability, go to several people who have achieved success in your particular art and get all the advice you can regarding your development for the future.

But if you have only a limited amount of skill in some one of the arts but still feel that you want to work with that art more than anything else, I think that you can find a vocation in one of the fields of applied art. For example, if you are interested in music, the radio is presenting a growing number of opportunities. If you are interested in dancing. the community theaters and little theaters are offering opportunities for both performance and the teaching of amateurs. Likewise those interested in dramatics can find an outlet for their interests in the little theaters and the community theaters. If you want to write but do not have the ability to be a creative writer, you can still think in terms of journalism, scientific writing, and various other types of expository work.

Then we have the wide variety of crafts which are offering increasing opportunities for women today. Think of the apprecia-

tion which we all of us have today for leather work, basket work, work with metals, various types of knitting, crocheting, needle point, and many other types of handcraft. You may be engaged in this work only as an avocation but numerous clever women have developed some craft for their vocation.

Finally we come to that still larger group of Social Vocations which has as its foundation the social sciences as well as some knowledge of the natural sciences and the humanities. The first social vocation which I would mention is that of Education. Undoubtedly the teacher should be more interested in the development of her students than in her subject. There are more women in education today than in any other one vocational field but if you decide you want to get into educational work, make up your mind which field interests you most and prepare yourself accordingly. All people are not equipped to be college professors just as there are very few college professors who would make good kindergarten teachers. Some people recognize that some of the most skillful teaching needs to be done in high schools. If you want to teach, decide what age student interests you most and plan accordingly.

But beyond the regulation school teaching, don't forget there are many specialized fields of teaching which are opening up for women. We need teachers who are equipped to teach the crippled and the blind. We need specially trained teachers in physical education and home economics. Don't just be a teacher without deciding what type of teaching interests you most.

Probably the second largest opportunity for women in social vocations is in Library Work. Statistics tell us that the number of women in library work doubled between 1920-1930 and has increased proportionately between 1930-1940. Don't believe that the librarian is one who spends most of her time reading books. Actually she has little time for that occupation and she must specialize in some one type of library work such as circulation, reference work, or work with children.

Another vocational field which has grown rapidly in the last quarter of a century is Social Work. Again don't have any romantic notions of being a lady bountiful if you go into social work. It is all a work which deals with some unpleasant truths of maladjustment in our country. If you have a genuine desire to be of service to your fellow men, some type of social work will probably be attractive to you but again investigate the various fields. Decide first if you wish to be a group worker or a case worker. If you are going to be a case worker, decide whether you are interested in family case work, medical case work, or psychiatric case work. Three-fourths of the social workers in this country are women. But they are all women who have had rigorous training for their jobs and recognize that they are giving much for very modest returns.

There are a few vocational opportunities for women in Religion, especially as recreational directors in large city churches, as secretaries to the pastors of large city churches, and occasionally as assistant pastors. If you are interested in this field, you must have specialized training.

Personnel Work, or dealing with people in large organizations, has been a vocation which was developed during the last World War. Opportunities for women in this field can be found in factories, department stores, and educational institutions. You will need much special training for this work but there are many opportunities. Law is a social vocation which has attracted only a few women in this country, but those few have made outstanding records for themselves. Some of the best judges have been those women who have presided over Courts of Domestic Relations and Juvenile Courts. Again the training is long and hard but the rewards are good. Many women have disdained the idea of participating in Politics. But gradually some of the leaders of women in this country are realizing that we have a responsibility to participate in various types of political activities if we are going to clean up some of the bad spots in our local, state, and national governments. If you have a flair for politics, don't hesitate to equip yourself to be a good politician. Just be sure that you maintain your own good standards and do not sink to the level of practical politics that has been indulged in so much in this country during the last half century.

One of the rapidly increasing vocational opportunities for women is in the Civil Service. Governmental positions in our local, state, and national governments are more and more being put under Civil Service regulations. No matter what your field of interest is, you will probably find that there is some work related to it under Civil Service. Go to the government office for information regarding these opportunities. During recent months a new Federal Civil Service opportunity has been offered to students which is called the Student Aid. Also in the last couple of years a program has been developed so that a student just out of college can get started in governmental work if she passes a Junior Professional Assistant examination in the field of her major interest.

The final Social Vocation which we should consider is that of Homemaking. Many people think that a woman should have a career or make a home. To me Homemaking is a vocation in itself and is certainly one based on the best knowledge available of all of the social sciences as well as the natural sciences and the humanities. How can a woman manage her house, best develop her children, and be an understanding helpmate to her husband if she does not have the best education possible?

I think perhaps we have spent enough time analyzing the various vocational opportunities for women which are outgrowths of their academic interests. Now I want very briefly to discuss

with you the other three points in the outline which I indicated we would follow in our thinking this evening.

First, how are you going to analyze your own skills so that you will have a better understanding of the relationship of those skills to the vocation which interests you? A very wise woman engineer defines all skills as "that ability of which we have some specific knowledge, some dexterity, and some adaptability". Think of your development of your skill in swimming or playing tennis and you will see how all three of these factors are involved. Now what are the types of skills which we should consider as we select our vocations? This same engineer says that all skills can be classified as follows: skills in working with materials; skills in working with machines; skills in working money; skills in working with memoranda; skills in working with men (or human beings).

Unquestionably the farmer, the sculptor, the scientist are more concerned with working with materials than anything else. Each one likes to get his hands into the materials with which he is working. Those people who must necessarily have skill in working with machines are the typist, the factory machine operator, the office machine operator, the telephone operator. The people who have definitely shown skill in working with money are the banker, the store owner, the restaurant owner, and the hotel owner. The experts with memoranda are the bookkeeper, the accountant, the statistician, and the insurance actuary. Those who must develop skill in working with human beings are the teacher, the lawyer, the minister, the nurse, the doctor, and the social worker. Perhaps if you have not decided on your vocation as related to your academic interests, this brief analysis of skills which are related to specific vocations will give you some clue to the vocation which is most related to the skills which you possess.

The fourth item in our outline for the evening is an analysis of the satisfactions to be gained from the vocation which you select. I expect to talk more about this point at another time in our conference but at the present moment I should like to call to your attention that there are various satisfactions to be considered when we select a vocation. Does the vocation which you select fulfill a definite need of society? Are you honestly interested in the work? Do you feel that you are developing yourself in the work? Are the financial remunerations adequate? Next, does the vocation offer opportunities for vacation and travel? And finally, is the work located satisfactorily to your other interests such as your family?

The last point to which I feel we should give some attention this evening is a method of analysis of ourselves. What are your physical capacities? If you have a bad heart, you cannot expect to be a long distance runner. Likewise if you have a physical difficulty with your speech which cannot be corrected, you cannot expect to be an actress. Next, what are your mental capacities? Are you a quick thinker or a slow but thorough one? Some

vocations require rapidity of thought while others do not demand speed but thoroughness. Have you given any thought to your emotional capacity? Are you a leader or a follower? Do you like to be with people or do you want to be off by yourself? The saleswoman is always ready to meet people. The laboratory worker prefers to be by herself. What are your opportunities for education and training? If you want to be a doctor, you must face the fact that you must necessarily have at least seven years' training beyond your high school diploma. Perhaps that is not possible. If so, accept the vocation which is most closely related to medicine, namely nursing. That requires additional training but not quite so many years. Finally, what are your personal obligations? We cannot toss aside the fact that we have responsibilities for other members of our family. We must build a vocational program for ourselves which will fit in with those personal obligations.

In conclusion may I repeat the statement made earlier that the vocational opportunities for women in 1941 are unlimited as they were in the last World War. They are unlimited for those who understand themselves, the vocations, and the world in which they live. Set about trying to relate those three things. But in making your plans, do not just plan for a job which will keep you busy this month or this summer or even just this year. Do some long-time planning for your entire life, some planning that will include the possibility of marriage. Equip yourself to the best of your ability. Recognize that no matter what the vocational opportunities are today, reconstruction all over the world must follow this war. Plan for a vocation which will make it possible for you to be an integral part of the world after the war. Let us dare to plan that we will be in a world after the war in which democracy has succeeded. In the democracy which we will have then, I hope women will have achieved the standard which a Polish woman, who was in the International Labor Office at Geneva, gave me a few years ago. She said, "Women must recognize that they are different from men but equal." In the democracy in which you and I have been living, women have achieved social equality, educational equality, and political equality, after long years of struggle. At the present time we are again being offered vocational equality. Can we accept the challenge of equipping ourselves to assume the responsibilities which these many vocations, which are available for women today, are offering to us?

WHY DECIDE ON A VOCATION

Address delivered by Adah Peirce, Dean of Women, Hiram College, to the Student Career Conference, Friday evening, June 27, 1941

Why decide on a vocation? Did it ever occur to you that it is a bit odd that we should even have the possibility of asking ourselves that question? For centuries it has only been the extremely wealthy, who had gained their leisure through the enslavement of their fellow men, who have had the opportunity (if you want to call it opportunity) of asking themselves that question. During the last century as women have been freed from much of their routine work by the invention of mechanical gadgets, they have sometimes thought it a privilege to ask themselves and society, "Why should I decide on a vocation?"

My answer to that question is three-fold:

1) for the benefit of yourself;
2) for the benefit of society;
3) and today, for the benefit of your country.

John Dewey, a wise philosopher of our time, says, "A vocation means nothing but a direction of life activities which renders them perceptibly significant to a person because of the consequences they accomplish and because of their usefulness to his associates. The opposite of a career is neither leisure nor culture but aimlessness, capriciousness, the absence of cumulative achievement in experience on the personal side, and idle display, parasitic dependence on others on the social side."

If the thinking woman accepts John Dewey's definition of vocation, she is sure to see why she needs to choose one for herself, if for no other reason than her own personal development. No woman wants to lead an aimless, capricious life in which she does not have the satisfaction of feeling that she is achieving some definite goals. The laws of biology and psychology have taught us that our physical and mental capacities expand and strengthen as we use them. Disuse of any of our capacities results in their withering away and ultimate deterioration. Is it not sane for all of us to find out just what our capacities are and utilize them to their fullest extent, if for no other reason than the feeling of joy in achievement and of being a contributing part of a universe which is so much bigger than any of us can comprehend?

The selection of a vocation does not necessarily mean that we direct our activities in channels where we will earn money. We may have no need for financial reimbursement for our work but we do have a need for a line of action which will develop all of our potentialities. Maybe your vocation will be Homemaking. From time immemorial there has never been a more honorable vocation for women. But if your circumstances decree that you do not spend your life energy in the making of a home, you should definitely feel the necessity for finding some other direct line of activity which is a challenge to you. That activity may be in some

one of the many types of social work. It may be in one of the fields related to the development and preservation of health. It may be in some type of business or it may be an outgrowth of a consuming interest in some one of the arts. For your personal benefit it does not really matter which vocation you choose, just so it is one which is a challenge. But do not be one of the frustrated women who have not found how best to use their energies and therefore wander around in an aimless, capricious pattern of living.

But beyond what a vocation can do for ourselves, there is much which it can do for a greater society of which we are just a small part. Surely you realize that even though you and I may have through circumstances been given leisure to use as we choose, the vast majority of our fellow men in both our country and all the other countries of the world have not been so fortunate. Life for them is a deadly routine in the struggle for mere existence. Is there not much that we can do to share the joys of living which we have been granted through little effort of our own? Think of the need for the organization of playgrounds and other recreational facilities for the children in the slums. Think of the necessity of getting adequate diets for those who cannot even afford the food for maintaining normal physical efficiency. Think of the nursery schools and kindergartens needed for the children of mothers who must necessarily work outside their homes to aid in earning money for the family to live. What a lack of music and drama there is in the lives of the vast majority of people. Is it fair that we live in such comfort when over fifty per cent of the people in this country are inadequately housed? Have we no responsibility in seeing that those people, who have not our opportunities for well-rounded lives, get some share of the joys as well as the necessities for making life a pleasure instead of a burden? There are dozens of vocations for women which have developed during the last quarter of a century which will help solve some of these problems of the less fortunate. Even if you have no desire to develop all of your potential capacities for your own sake, surely you realize your responsibility for making life a little more endurable for those who have not been as fortunate as you.

Then today we are facing the needs of our country which is deep in the development of a defense program for ourselves and democracy the world over. In a very short time that program may be one of actual warfare. What part are we as women going to play in it? Are you helping the Red Cross unit, the British Relief Organization, or some other agency in your home town? There are many simple tasks of knitting, sewing, raising money, and miscellaneous duties which are necessary in the development of programs of these agencies. Have you made an inventory of your own capacities and decided how you could best utilize your energies in the service of your country in case we actually do get into war?

If today you feel you have developed no specific capacities, have you made plans for the training and equipping of yourself to be of some service to your country if the demand comes? For several years before England was actually at war the English women of all ages were organized into units according to their capacities. Many accounts of their activities during the last year and a half have been coming to us during recent months and we have realized that a large share of the stamina of the English people has been the result of the work of these women. This war which the world is fighting today is not being fought by the armies alone. It is being carried into the homes and daily activities of all members of those nations at war. Women are finding hitherto unrealized capacities in doing their share. Have you given any thought to the capacities which you may have to develop if our country becomes more actively involved in this war conflagration?

Truly I do not see how any thinking woman of today can have but one answer to the question "Why decide on a vocation?" Surely none of us wishes to be aimless and capricious. If we have any appreciation at all of the privileges which are ours, we want to direct our life activities into channels which will be satisfying to ourselves and be of value to our associates.

HOW DECIDE ON A VOCATION

Address delivered by Mary Walter Smyer, Vocational Counselor, Birmingham Office of Alabama State Employment Service, to Student Career Conference, Friday evening, June 27, 1941.

Choosing a vocation is one of the most important decisions we make in our lives. It is not an easy choice, and therefore it calls for a careful and intelligent plan. Because there is so much work to do in the world today, there is little time for idleness, and the making of mistakes in vocational choices is expensive. You must take a long-range view, and plan for the future, in order best to contribute your abilities and leadership which society needs.

When considering your choice you are, above all, the most important, the most decisive factor. Know what you are fitted for and have the corresponding definite goal in view. No one can tell you what occupation to choose. It is your privilege and your responsibility to decide for yourself which vocational field you would like to enter. Your parents, relatives, friends and counselors can be of immeasurable help to you, but the final choice is yours. I should like to challenge you to do some pioneer and creative thinking in making your choice, and to use a basis of choice other than that of social approval and the traditional occupations.

The first step in the process of deciding on a vocation is to know and learn all about yourself. It is not enough to be vaguely acquainted with a few outstanding qualities; rather it is necessary to know a great deal concerning all the various aspects of yourself. After all you do market what you have. Isn't it rather foolish to

allow your prospective employer to have a more accurate evaluation of yourself than you have? This is a difficult task because your first obstacle is that you are human and tend to look at yourself in the most favorable light and do not really wish to know yourself. Sometimes some of you make the other mistake of underestimating yourselves.

There are three practical means you can use in analyzing yourself:

1) Standardized tests;
2) Evaluation of teachers and friends;
3) Your own evaluation of yourself.

You can obtain from tests, knowledge of your general mental ability, your interests and any special abilities. This method is not considered final, but it is a valuable indicator of the kinds of aptitudes you possess. It is valuable to know whether you have special skills, and if, for instance, you could handle a job that requires the ability to use a foreign language, or math, or dexterity of fingers, or skill in managing people. You must endeavor to place yourself in a field in which your particular type of intelligence is most useful, so, therefore, you need to know the amount and direction of your intelligence.

The opinions and evaluations of your teachers and of friends who have known you for some time are excellent guide posts. These ratings must be objective and a result of a genuine interest in you. Ask these friends to rate your various traits of personality as well as to indicate your points of strength and points of weakness.

Probably the most important evaluation of yourself is your own. You should know the kind of personality that you have. Personality goes deeper than the way you fix your hair or talk; it is the sum total of you as a person—your physical characteristics, your temperament and emotional make-up, aptitudes, interests, and character. You must decide whether you have the physical energy to enter in certain fields; this is a precious asset, so conserve it. The greater your interest, the more abundant is your energy release. Do you work well with people or better alone? Study your emotional make-up because your feelings play an important part in your business career. It is essential that they be normal, healthy and well balanced. You may have all the brains in the world but you must learn to be emotionally mature. How well could you get along with the people in an office? Any office demands impersonal judgments and objective behavior. May I suggest you make a further appraisal of your mental equipment. Can you organize your mind? To accomplish this requires constant practice; you never should allow yourself to become mentally lazy. None of these processes of self rating will be accomplished without constant work and study on your part.

When we consider this problem of how to decide on a vocation we find ourselves facing some startling discoveries. An occupa-

tional dictionary has recently been published which lists 18,000 different kinds of jobs. It is indeed an overwhelming task, that of selecting a vocation from so imposing a list. It is much better to think first of the major area and later of the special kind of work, rather than reverse the process, which is so often done. No one is fitted for just one job; he will find his place in a broad field and then find in this field the particular job he is to do.

Jobs are classified in various ways. The Dictionary of Occupational Titles, to which I have referred, considers the major occupational groups and divisions to be:

professional and managerial occupations
clerical and sales occupations
service occupations
agricultural, fishery, forestry, and kindred occupations
skilled occupations
semi-skilled occupations
unskilled occupations

But in your case you would probably want to think along somewhat different lines. All the 18,000 jobs can also be classified in the following categories, each descriptive of a fundamental need of society:

raising food for society
providing raw materials
making useful things
moving people and materials
distributing food and articles to the consumer
housing society
providing necessary funds and credit
providing means of quick communication
protecting society
providing culture and recreation
personal services

When you make a selection of one of these major fields, your problem is cleared more than fifty per cent at one stroke. Therefore begin studying yourself to see in which field you have the greatest natural interest; in which field you would like best to invest the work activity of your life in order to make your fullest contribution to society. There is a place for you, but finding it is going to call for some real enterprise on your part, backed with courage. You must find your particular niche; no one is coming up to say, "Here is your job—just what you have wanted—take it."

Through the ages, the persons who have made the great contributions to society have recognized the value of work. Rousseau, the French philosopher and author, wrote, "To labor . . . is the indispensable duty of social or political man . . . rich or poor, strong or weak; every idle citizen is a knave."

We remember the famous words of Abraham Lincoln: "Educated people must labor; otherwise education becomes a positive and an intolerable evil. No nation can sustain in idleness but a

small percentage of its people. The majority must work at something productive."

In a recent speech, Mr. Aubrey Williams, National Youth Administrator said, "As a result of our economic development about 90 per cent of the young people of today are going to have to make their living by working with their hands. This does not mean a life of back-breaking toil but it means our sons and daughers are going to have to take their places as machine operators in industry and in agriculture and do various kinds of manual jobs in the service occupations. These are facts, and we might as well face them and stop viewing it as a tragedy when our sons wear overalls at work.

"I do not mean to say because our youth are going to have to learn to work with their hands, we should cut down the educational content of their lives. On the contrary, we should increase the educational opportunities so that our bricklayers and our beauty operators can be college graduates as well as our doctors and lawyers. . . . We need a national change of heart so we will recognize the essential dignity of labor and manual work."

The final problem in deciding on a vocation is the blending of the two factors, knowledge of self and vocations. The matter of adaptability is one of the most important points in the choice of a career. In the business or industrial world the occupation does not change itself to conform to the qualifications of the worker. Rather, it is essential that the personality of the worker be adapted to fit the activities of the occupation. It is necessary for you to find your niche and know yourself so well that you may progress in your choice. This will further require all the imagination, initiative, mental vision and leadership ability you can continuously develop.

Whatever you do, choose your field because it suits you and you suit it. The function of all vocations is usefulness, and if you are going to make your proper contribution to the world, it stands to reason you must be useful in your chosen vocation.

TESTING AND COUNSELING SERVICE

REYNOLDS HALL—where activities of the Conference centered.

TESTING AND COUNSELING SERVICE

Each girl, after filing her attendance application, was sent a vocational interest test to fill out and return. The findings of this test were used in planning her individual program for the Conference. During the first afternoon at the Conference general intelligence and personality adjustment tests were given on the campus. These tests formed the basis of the counseling service, together with a "Personal Data Sheet" filled out by each girl.

On the second day of the Conference each girl had a fifteen minute interview with a counselor, who discussed her particular problems, and her adaptability to various types of work as indicated by the results of the tests. If advised, a girl could arrange for a subsequent private talk with a visiting speaker at the Conference.

On the evening preceding the day devoted to counseling interviews, a general meeting of all counselors was held to discuss the tests used, and general plans and procedures. The tests used in 1941 were: Otis Test of Mental Ability (Gamma) Higher Examination Form A.M., Bell Adjustment Inventory, and Gentry Vocational Inventory.

Those serving as counselors in 1941 were:

Mr. A. C. Anderson, Professor of Secondary Education, Alabama College.

Mrs. Mary Bickler, Consultant, Family Life Education, Alabama College.

Mrs. D. G. Chase, Advisor to Girls, Ramsay High School, Birmingham.

Miss Hazel Driver, Advisor to Girls, Murphy High School, Mobile.

Dr. Anne Eastman, Assistant Professor of History, Alabama College.

Miss Rochelle Rodd Gachet, Director, Vocational Advisory Service, Alabama College.

Miss Beatrice Hannon, Advisor to Girls, Woodlawn High School, Birmingham.

Miss Bessie Merrill, Advisor to Girls, Phillips High School, Birmingham.

Miss Frances Porter, Alabama State Employment Service, Birmingham.

Miss Ethel Reasoner, formerly Assistant Educational Director, New York State Training School for Girls.

Miss Helen Smith, Teacher in Commercial Department, Woodlawn High School, Birmingham.

Miss Mary Walter Smyer, Alabama State Employment Service, Birmingham.

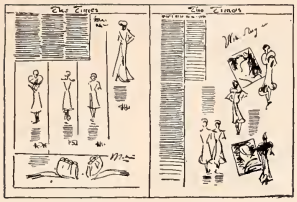
Dr. Minnie L. Steckel, Student Counselor, Alabama College.

REPORTS FROM THE OCCUPATIONAL ROUND TABLES

The reports of the round tables on the following pages are summarizations of the talks given. The illustrations of these reports were made by Marjorie Plank, former student, and Thelma Hassler, sophomore, at Alabama College.

CORNER IN OFFICE OF
VOCATIONAL ADVISORY SERVICE

ADVERTISING



Speaker: Mrs. Helen Freeman
Advertising Department
Burger-Phillips Company
Birmingham, Alabama

Number in attendance: 22

QUALIFICATIONS
Personal: Originality, cooperative spirit
Physical: Splendid health, cast-iron nerves
Special: Aptitude for words

NECESSARY TRAINING
Academic: A liberal general education
Special: Retailing—study and actual experience; art

APPROXIMATE INCOME
Beginner: $15 to $18 per week
Experienced worker: $25 to $50 per week

CONDITIONS OF WORK
Regular or irregular: Regular, but free lance work possible
Probability of placement: Fair
Chances of advancement: Excellent; leads to many fields

DISADVANTAGES
High pressure work; slow advancement

FUTURE OUTLOOK
Splendid—new fields opening constantly

OPPORTUNITIES IN ALABAMA
Type: Newspapers, advertising agencies, radio, and stores

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 35 women (estimate)

Advertising is the method of distributing information about products to hundreds and even thousands of prospective buyers. The advertising business offers many very promising avenues for interesting work for an individual with originality and a flair for showmanship. One of the best known fields in advertising is that of copy writing, or shaping up information about merchandise so that it will catch the eye of the public. This can be done in connection with newspapers, advertising agencies, and department stores. But, even in Birmingham, only about six stores have their own copy writer. Not all copy writing is done for newspapers and magazines. There is a field in radio where variability and originality must be put into "commercials". Being a well-paid copy writer is not a job into which one can slip easily after graduation. In addition to the background of a general liberal education, with perhaps special work in art or journalism, one needs to know about all the processes involved in preparing newspaper and magazine copy, and in printing it. This is a field in which advancement depends largely on individual initiative.

ART—COMMERCIAL

Speaker: Miss Jane Eastman
Commercial Artist
Birmingham News-Age-Herald

Number in attendance: 15

QUALIFICATIONS
Personal: Pleasing personality
Physical: Neat and stylish appearance
Special: Tenacity of purpose

NECESSARY TRAINING
Academic: At least two years college desirable
Special: Specialized commercial art training

APPROXIMATE INCOME
Beginner: $15 to $20 per week
Experienced worker: $35 or more per week

CONDITIONS OF WORK
Regular or irregular: Both—"free lance" irregular
Probability of placement: Fair
Chances of advancement: Good, depends on ability

DISADVANTAGES
Irregularity of "free lance" income; very seasonal

FUTURE OUTLOOK
The sky is the limit for good artists

OPPORTUNITIES IN ALABAMA
Type: Fashion, centered around Birmingham; newspaper work

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 35 women (estimate)

Commercial art is the bread and butter field of art. Commercial artists draw pictures for advertisements, illustrate stories, and draw cartoons and comic strips for newspapers. Some artists specialize and learn to do one thing perfectly, such as drawing of women's clothes. A natural talent for drawing and a liking for the work are needed, but training is necessary. Opportunities for artists vary with general business conditions, but are most affected by changes in the advertising business. Jobs may be found in newspapers, in the advertising departments of department stores or specialty shops, in independent art studios, or in the art departments of advertising agencies. Helpers are needed to do the simpler tasks connected with the production of art work. These jobs do not pay much but the artist must learn by experience the details of the work. For the commercial artist does not draw to please herself but must please the advertiser, the general public, and the engraver. Success just takes hard work—one-fourth talent and three-fourths determination.

ART—TEACHING OF

Speaker: Miss Garnet Leader
Instructor in Art
Central Park Elementary School
Birmingham, Alabama

Number in attendance: 15

QUALIFICATIONS
Personal: Originality, good taste, tact, sense of humor
Physical: Good health, poise
Special: Appreciation of the function of art; creative ability, and an understanding of this in others

NECESSARY TRAINING
Academic: College with major in Art
Special: Art in Graduate School or in Art School

APPROXIMATE INCOME
Beginner: $1100 per annum
Experienced worker: $1500 to $2500 per annum

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Few openings in Alabama schools
Chances of Advancement: Not great at this time

DISADVANTAGES
Best opportunities limited to larger schools and colleges

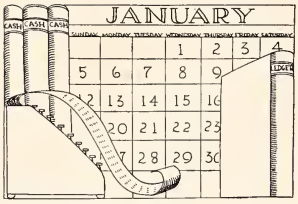
FUTURE OUTLOOK
Art development in schools all over the U. S. is encouraging

OPPORTUNITIES IN ALABAMA
Type: Elementary, high schools, and colleges

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 125 women (estimate)

If you plan to teach art, you need not only a knowledge of drawing and painting but a wide appreciation of art. The basis of this is a liberal education. Every art teacher should be a creative artist, on real working terms with her materials. In no other way can she find the understanding necessary for helping students to develop originality. The art teacher must be acquainted with all media, as oils, water colors, and tempera, plus many new materials. Elementary school art teachers are asked to be able to develop understanding and appreciation of art as a form of self-expression in every-day living. The skills and techniques are not emphasized. The high school teacher of art should be prepared to teach design, drawing, painting, crafts, history, and appreciation of art. Colleges generally offer history of art and many offer studio courses in the different fields of art. Instructors in colleges and art schools are specialists in the various fields of art to a greater degree than those in the public schools.

BUSINESS—BOOKKEEPER AND ACCOUNTANT



Speaker: Mrs. Thelma Goins
Bookkeeper
Tatum-Embry-Huddleston
Montgomery, Alabama

Number in attendance: 17

QUALIFICATIONS

Personal: Patience, tact, sense of responsibility

Physical: Good health—a clear mind needed at all times

Special: Accuracy, power of concentration, high ethics

NECESSARY TRAINING

Academic: At least high school, preferably college

Special: Ability to express ideas clearly and concisely

APPROXIMATE INCOME

Beginner: $12.50 to $20 per week

Experienced worker: $20 to $50 per week

CONDITIONS OF WORK

Regular or irregular: Regular

Probability of placement: Good at present, due to draft

Chances of advancement: Good, if personal initiative shown

DISADVANTAGES

Work confining, monotonous, and nerve-racking, when a balance is elusive; steady use of eyes

FUTURE OUTLOOK

Better than in previous years

OPPORTUNITIES IN ALABAMA

Type: Every type of accounting at the present time

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA

About 6000 women (estimate)

A sound bookkeeping system is the foundation of every successful business, and a knowledge of bookkeeping is valuable to all persons in business. The bookkeeper does the mechanical work of recording transactions; the accountant supervises, compiles reports, and audits. Though prejudices still exist there are opportunities for women in public accounting which concentrates on auditing and tax work. There is no woman Certified Public Accountant in Alabama, and only 125 in the United States. The greater chance lies in private accounting, to which can be added ever increasing work for government agencies, and there are openings for women to teach accounting. Machine bookkeeping is rapidly changing the skills needed, especially for the beginner in this field. Changes in the economic world, rigid requirements of various government agencies, and the general trend towards large corporations have created a definite and permanent growth for the use of accountancy. If more women pursued the study of accountancy, there would be more women executives.

BUSINESS—CLERICAL WORK

Speaker: Mrs. Nannie R. Nash
Office Manager
Alabama Engraving Co.
Birmingham, Alabama

Number in attendance: 49

QUALIFICATIONS
Personal: Dependable, neat appearance, alert
Physical: Good health
Special: Fast and accurate worker

NECESSARY TRAINING
Academic: At least high school, college advantageous
Special: Knowledge of all types of office equipment

APPROXIMATE INCOME
Beginner: $10 to $15 per week
Experienced worker: $17.50 to $30 per week

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Under present conditions, fair
Chances of advancement: Dependent on ability, aptitude

DISADVANTAGES
Work confining and routine in nature, but requires accuracy

FUTURE OUTLOOK
When the present defense emergency is over the over-supply of workers will be great. Normally an overcrowded field

OPPORTUNITIES IN ALABAMA
Type: All offices require clerical workers

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 5,000 women (estimate)

The use of clerical help has increased steadily during recent years. For women especially the clerical field offers a variety of opportunities, especially for those with only high school education. The modern business office definitely shows the effect of the "machine age", with typewriters and various office machines in use and the specialized division of work. Clerical workers can be divided into two main groups, recording and non-recording. Recording clerks include: calculating, adding, and tabulating machine operators, payroll clerks, cost clerks, timekeepers, and statistical clerks. Non-recording clerks include: reception clerks, messengers, file, mail, stock, shipping, and order clerks, duplicating and addressing machine operators. In small offices many of these jobs are combined. For the ambitious girl clerical work offers a means of learning the business and demonstrating her ability. Advancement may be won to the position of chief clerk or office manager, but only after years of experience. This is an overcrowded field under normal conditions.

BUSINESS—SECRETARIAL

Speakers: Mrs. Carrie K. Andrews
Secretary, State Commissioner of Agriculture and Industries
Montgomery, Alabama

Miss Katherine Oliver
Secretary
Kiwanis Club
Birmingham, Alabama

Number in attendance: 54

QUALIFICATIONS
Personal: Dependability, punctuality, accuracy
Physical: Good health and good humor
Special: Friendly personality, poise

NECESSARY TRAINING
Academic: At least high school, preferably college
Special: Specialized training in technical terminology

APPROXIMATE INCOME
Beginner: $12.50 to $15 per week
Experienced worker: $17.50 to $40 per week

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Good, at present time
Chances of advancement: Fine, if really qualified

DISADVANTAGES
Wages rather low, confining, much of the work monotonous

FUTURE OUTLOOK
Fine for the immediate future because of Defense Program

OPPORTUNITIES IN ALABAMA
Type: Practically all types of offices including government

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Over 7,000 women (estimate)

There is a difference between a secretary and a stenographer. A stenographer is expected to be efficient in the skills of shorthand and typing, and she must perform routine duties accurately and faithfully. A secretary must go further; she has to have initiative and also tact. Her employer expects her to assume responsibility for much of the routine work of the office in order that he may be left free for more important tasks. When you decide to be a secretary you still have another point to settle—the kind of office you want to work in. For every business has its own particular language and methods, and success follows specialization. Progress depends on personality, which includes appropriate clothes, poise, posture, good grooming, and particularly the willingness to do more than you are asked to do, and to use your own head. The ability to keep information confidential is regarded as very important. An executive secretary really manages the office and has varied responsibilities, such as arranging for meetings and programs, handling publicity, editorial work, and generally she handles the accounting.

CIVIL SERVICE

Speaker: Mrs. Jane D. Martin
Special Representative
U. S. Civil Service

Number in attendance: 63

QUALIFICATIONS
Personal: Native intelligence, adaptability, initiative
Physical: Normal health
Special: Varies with type of position

NECESSARY TRAINING
Academic: No minimum requirements
Special: According to type of position sought

APPROXIMATE INCOME
Beginner: $1440 per annum
Experienced worker: $1620 to $1800 per annum

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Very favorable at present time
Chances of advancement: Excellent

DISADVANTAGES
None

FUTURE OUTLOOK
Unlimited possibilities for career service

OPPORTUNITIES IN ALABAMA
Type: Favorable for clerical and sub-professional positions

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Not known, but increasing daily

Civil Service is not literally a vocation, since people in all occupations are used in the various Government departments. Certification for appointment is made from a list of eligibles and each appointing officer considers the three highest eligibles available in connection with each vacancy. There is a probation period of six months before permanent jobs are assigned. Most women come into Civil Service through typing and stenographic positions. There is a great demand for women in professional positions: Medical Technicians, Nurses, Home Economists. Depending on demonstrated ability, one can go just as high in government jobs as in private. Right now, with the defense program in full swing, we cannot secure enough qualified people to fill all of the positions. There has never been such a demand for Federal Civil Service workers as there is today.

The State of Alabama has a Merit System which operates similarly to the Federal Civil Service. For information, write to the State Personnel Department, Montgomery, Alabama.

COSMETOLOGY

Speaker: Mrs. Rose Woodall
Owner
Woodall System of Beauty Culture
Birmingham, Alabama

Number in attendance: 11

QUALIFICATIONS
Personal: An agreeable appearance, good complexion
Physical: Health certificate from physician
Special: Tact, pleasing personality

NECESSARY TRAINING
Academic: At least 8th grade; various state regulations
Special: 6 mos. in an accredited school or an apprenticeship

APPROXIMATE INCOME
Beginner: $12 to $15 per week
Experienced worker: $20 to $50 per week

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Demand exceeds supply
Chances of advancement: Unlimited

DISADVANTAGES
Long hours in rush days and seasons; must furnish uniforms

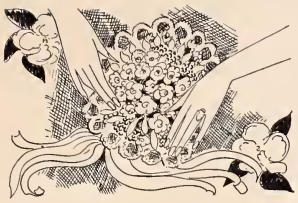
FUTURE OUTLOOK
Better salaries, higher prices, increasing demand

OPPORTUNITIES IN ALABAMA
Type: Beauty and barber shops, schools, institutions

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
3,000 women (estimate)

If you are going into the beauty profession you must remember you advertise your business by your appearance. If you are lazy don't pick this occupation because it is hard work. In all but four states (of which Alabama is one) the law requires that beauticians pass a strict state examination before they are allowed to practice beauty culture. You may get your training in an accredited school; a course usually lasts six months. Or you may enter the field through serving an apprenticeship in a beauty parlor. Only the larger shops can afford to employ specialists so that all phases of beauty work should be learned. These include: Manicuring, facials, permanents, massage, hair styling, hair cutting. Some beauty shops also sell and demonstrate cosmetics. After you have become an established beauty operator take advantage of beauty shows and conventions to keep up to date. A good operator can always get a good job. There is also the possibility of becoming manager, or even owner, of a beauty shop if you have executive ability as well as considerable experience.

FLORIST



Speaker: Mrs. Bess Johnson
Owner
Mountain Brook Florists
Birmingham, Alabama

Number in attendance: 8

QUALIFICATIONS
Personal: Love of plants, artistic sense, salesmanship
Physical: Strong constitution
Special: Real manual dexterity, color sense, skill in design

NECESSARY TRAINING
Academic: College education becoming more important
Special: Practical training under a good florist

APPROXIMATE INCOME
Beginner: $12 per week; no standards
Experienced worker: Varies greatly

CONDITIONS OF WORK
Regular or irregular: Irregular actual work
Probability of placement: Reasonably good
Chances of advancement: Depends on individual

DISADVANTAGES
Holidays are the hard labor times for the florist, business is run at a loss in dull periods

FUTURE OUTLOOK
As good as ever

OPPORTUNITIES IN ALABAMA
Type: Small florists' shops, green houses

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
200 women in 100 florists' shops (estimate)

Only a healthy person should undertake to be a florist, for the work comes in peaks and is very hard and requires real stamina. Just a love of plants and flowers is not enough for success as a florist; you must have a real ability to do things with your hands, and be skilled in salesmanship. The work is most irregular, being seasonal as well as fluctuating. Success depends almost entirely on individual ability, not only in handling flowers, but in salesmanship and also in originality and adaptability. A worker in a florist shop does not get much advancement in pay because of the fluctuating nature of the work; she may just sit around or do odd jobs for days until work comes in. Eighty per cent of all flower sales are for funerals, the sick, weddings, and special days such as Christmas. If you own or manage a shop, investment is large compared to the returns, for the stock is perishable and at times that means heavy losses. But this business brings contact with delightful people and if you love flowers and beauty there is happiness and satisfaction in the work.

HOME ECONOMICS—BUSINESS OPPORTUNITIES

Speakers: Mrs. Erline Hubbard
Home Service Director
Alabama Power Company
Anniston, Alabama

Mrs. Mary B. Merritt
Owner
Merritt's Beaten Biscuit Co.
Montgomery, Ala.

Number in attendance: 45

QUALIFICATIONS
Personal: Enthusiasm, love of people
Physical: Excellent health, no outstanding defects
Special: Not easily offended, sales ability, tact

NECESSARY TRAINING
Academic: College degree in home economics in most cases
Special: Apprenticeship on the job

APPROXIMATE INCOME
Beginner: $75 to $100 per month
Experienced worker: $100 to $200 per month

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Good—many avenues open
Chances of advancement: Fair

DISADVANTAGES
Work under high pressure at times, irregular hours

FUTURE OUTLOOK
Never before has this field offered so many opportunities

OPPORTUNITIES IN ALABAMA
Type: Electric and gas utilities, ice companies, newspapers

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
50 to 75 women (estimate)

Trained home economists are employed by public utility companies to demonstrate electric and gas appliances, and by industrial concerns to sell household appliances and food products. Through her work the commercial home economist must sell her company, her product and herself. Hers is a promotional job with so many angles it never grows monotonous. In order to keep up to date, she must study as she works; the manufacturers keep her supplied with new educational material. Women trained in home economics are found as editors of women's pages in newspapers, and magazines. Some radio stations employ home economists to conduct radio programs. Some manufacturers offer employment in research in textiles, foods, and home equipment. The consultant home economist operates as a free lance. An independent business in some food specialty offers interesting possibilities. With faith and vision and the willingness to go through a pioneer stage, success can be achieved. This requires particularly the ability to sell through personal contact, and the writing of effective letters.

HOME ECONOMICS—DIETITIAN

Speakers: Mrs. Faires Whitehead
Head, Department of Nutrition
University of Arkansas School of Medicine

Mrs. Dorothy E. Logan
Owner
Del Tea Room
Birmingham, Alabama

Number in attendance: 22

QUALIFICATIONS
Personal: Pleasing personality, confidence
Physical: Physical and mental fitness
Special: Administrative ability

NECESSARY TRAINING
Academic: B. S.—major in nutrition
Special: For hospital dietitian, one year internship

APPROXIMATE INCOME
Beginner: $60 to $100 per month with maintenance
Experienced worker: $100 to $250 per month

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placements Field open to qualified
Chances of advancement: Depends on individual

DISADVANTAGES
Coping with a budget under rising food prices

FUTURE OUTLOOK
Bright, for the professionally trained

OPPORTUNITIES IN ALABAMA
Type: Commercial, hospitals, newspapers, tea rooms

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 75 women (estimate)

Some of the general duties of a dietitian are planning daily menus and special diets for hotels, restaurants, schools, hospitals, and other public institutions. The dietitian determines dietetic values of foods, orders supplies, supervises the preparation and serving of food, and oversees cleaning of the kitchen. To be a hospital dietitian, you must have one year of internship in an accredited hospital. No dietetic internships are available in Alabama. Some magazines and newspapers hire dietitians to carry on research and edit columns; the radio has a place for a limited number. Industrial concerns, such as large ice cream factories and bakeries, and manufacturers of food products employ dietitians. The consultant represents top place in this field, but one qualifies as an authority only after long and varied experience. Tea rooms offer opportunities to use training as a dietitian in an independent business. You need to know your clientele as different groups of people like different foods. Besides the regular trade, most tea rooms cater to parties and groups who meet there.

HOME ECONOMICS—HOME DEMONSTRATION

Speaker: Miss Lucille Mallette
Extension Service
Auburn, Alabama

Number in attendance: 38

QUALIFICATIONS
Personal: Adaptability, tolerance, common sense
Physical: Good health to stand strain of travel
Special: Ability to cooperate and to inspire
NECESSARY TRAINING
Academic: B. S. in Home Economics
Special: Knowledge of farm living from experience; special training in the various aspects of the work
APPROXIMATE INCOME
Beginner: $1800 per annum—must furnish and operate car
Experienced worker: $2850 per annum less car expense
CONDITIONS OF WORK
Regular or irregular: Regular—12 months job
Probability of placement: Placement through Agricultural Extension Service
Chances of advancement: Depends on openings available
DISADVANTAGES
Long hours; discouraging, as leadership is hard to develop
FUTURE OUTLOOK
Growing demand for agents
OPPORTUNITIES IN ALABAMA
Type: Assistant Home Demonstration Agent
NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
110 women (white)

Home demonstration is that phase of cooperative extension work which is concerned with the improvement of rural home and community life. Home demonstration clubs for rural women, and 4H clubs for rural youth are the foundations of the program. Home demonstration agents conduct various projects such as food preservation, home management, clothing, gardening, child care and family life, landscaping, poultry, and dairying. They are also sometimes asked to assist with land use planning, rural electrification, and cotton mattress demonstration programs. The agent undertakes to train local leaders so that the information on better homemaking can be extended to all farm families in the county. Most of the clubs meet at monthly intervals under her guidance. There are 67 county home demonstration agents (white), 25 assistant county agents, 4 supervisors, and 5 specialists in Alabama, all of whom work under the supervision of the State Home Demonstration Agent. The work covers the State, and is in 1346 communities and 1239 schools.

HOME ECONOMICS—TEACHING

Speaker: Miss Mary Ling Hayley
Supervisor
Home Economics Education
Montgomery, Alabama

Number in attendance: 38

QUALIFICATIONS
Personal: Homemaking interests, resourcefulness
Physical: Good health
Special: Skill in working with young people

NECESSARY TRAINING
Academic: College graduate—major Home Economics
Special: Two years home project experience desirable

APPROXIMATE INCOME
Beginner: $75 to $100 per month for 9 months
Experienced worker: $1000 to $2000 per annum

CONDITIONS OF WORK
Regular or irregular: Regular for nine months
Probability of placement: Very good
Chances of advancement: Good

DISADVANTAGES
Variety of skills required; long laboratory hours

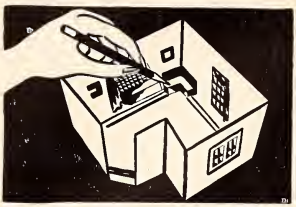
FUTURE OUTLOOK
Good, field is expanding

OPPORTUNITIES IN ALABAMA
Type: Teaching positions in high schools

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
400 women (estimate)

The majority of women trained in home economics, who seek careers outside the home, enter the field of teaching. Grade schools, high schools, vocational schools, settlement houses, and colleges and universities all employ instructors to teach home economics. The duties of the teacher usually combine classroom instruction with varied laboratory work. Among the units taught are: personal and social relationships, care of the sick, child development, home improvement and management, clothing, which includes both selection and construction, and foods, which considers problems of nutrition as well as actual preparation of food. The principles of applied art are studied as they apply in many ways about the home. The home economics teacher is also often required to supervise on special occasions such as school banquets. The vocational home economics program is assisted with federal funds. A phase of the work of the vocational home economics teacher may be adult work, in which classes are conducted in homemaking techniques for older people of the community.

INTERIOR DECORATION



Speaker: Mrs. Bessie Mussey
Owner
Mussey-Latady
Birmingham, Alabama

Number in attendance: 27

QUALIFICATIONS
Personal: Love of beauty, imagination, self assurance, tact
Physical: Good health, posture, and grooming
Special: Sense of color and design; personally attractive

NECESSARY TRAINING
Academic: College—or equivalent in travel and social life
Special: Architecture, art, designing

APPROXIMATE INCOME
Beginner: $15 to $18 per week
Experienced worker: No limit

CONDITIONS OF WORK
Regular or irregular: With stores, regular; free lance, irregular
Probability of placement: Fair
Chances of advancement: Depends on individual

DISADVANTAGES
Affected by general business conditions; requires living in large town or city; sometimes involves more business than art

FUTURE OUTLOOK
Demand is broadening constantly

OPPORTUNITIES IN ALABAMA
Type: Stores

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 10 women (estimate)

The interior decorator must be a painter, a carpenter, an architect, an artist, and, above all, a diplomat. Probably the main demand for interior decorators is in connection with the furnishing of homes. Brides with limited budgets come to interior decorators for advice; for most new homes, modest or expensive, the services of an interior decorator are sought to some extent. Movies offer a large field for interior decoration. Other fields are office buildings, stores, shops, theaters, college dormitories, and ships. Most shops will take in girls just out of training. The length of the probation period depends on the shop. New York is the place to get final training in interior decoration. To keep up to date there are several magazines that will help. Different localities have to be studied for their trends, likes and dislikes. While there are many hardships and griefs that come to any interior decorator, it is a pleasant kind of work and brings you into contact with beauty and, for the most part, with interesting people.

JOURNALISM

Speakers: Miss Marguerite Johnston
Feature Writer
Birmingham News-Age-Herald
Birmingham, Alabama

Mrs. Alyce Walker
Society Editor
The Birmingham Post
Birmingham, Alabama

Number in attendance: 41

QUALIFICATIONS
Personal: Interests in events and people, honesty
Physical: Strength, stamina, energy, general alertness
Special: Ability to think and write rapidly

NECESSARY TRAINING
Academic: Broad college liberal arts education preferable
Special: Typing; wide interests, broad reading taste

APPROXIMATE INCOME
Beginner: $15 to $20 per week
Experienced worker: $30 to $40 per week

CONDITIONS OF WORK
Regular or irregular: Irregular hours but 40-hour week
Probability of placement: Good now, with demobilization nil
Chances of advancement: Depends on individual and "the breaks"

DISADVANTAGES
Low wages, unpredictable hours, men preferred

FUTURE OUTLOOK
With magazines, outlook bright; since decreasing number of newspapers, field there is narrowing

OPPORTUNITIES IN ALABAMA
Type: A few daily newspapers, numerous weeklies

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 200 women (estimate)

If journalism is your whole interest and you think you have what it requires, try it. But if interested just because the field sounds exciting, stay away from it. A newspaper worker never knows what she is going to do next or what her working hours will be. There are both long periods of high tension and of dullness. Journalism has been chiefly a man's field, and women have had a hard time proving they can do the work. Journalism must be learned by practice rather than by formal education. A beginner usually has boring jobs, but even these offer the fun of the newspaper atmosphere and a chance to learn. The ideal place to start newspaper work is on a city daily. Openings for women are still limited. Very few women have had places on the city staff, or as foreign correspondents, or political writers. Many women have been successful as columnists. Women have been most successful as feature writers, and in handling the "women's section." A newspaper worker has to be "hard-boiled" on the job, so she needs a good sense of humor.

LIBRARY WORK

Speaker: Mrs. Mildred B. Harrison
Librarian
Shelby County Library
Columbiana, Alabama

Number in attendance: 21

QUALIFICATIONS
Personal: Tact, courtesy, open mind
Physical: Excellent health
Special: Administrative ability, sound common sense

NECESSARY TRAINING
Academic: Well-rounded four-year college course
Special: Nine months in Library School, typing

APPROXIMATE INCOME
Beginner: $100 per month
Experienced worker: $125-$150 per month

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Good
Chances of advancement: Good

DISADVANTAGES
Irregular hours, slow increases in salary

FUTURE OUTLOOK
Good—field is broadening

OPPORTUNITIES IN ALABAMA
Type: Public, school, and county, libraries

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
300 women (estimate)

There are different kinds of libraries. The average public library has a catalog, a circulation, a reference, and a children's department. The duties of the cataloguer are to make the books ready for circulation. This is very detailed work. The circulation department involves constant contact with the public, which requires a keen intelligence and enthusiasm. The reference department has in it books and other material which do not circulate, and the librarian here answers questions and locates material called for. Story-telling is usually a special feature in the children's department. School libraries are different from public libraries, furnishing help in connection with classroom work as well as recreational reading. The ideal way to conduct a county library is to have a book truck, but this is often too expensive and instead a central library operates with smaller units in homes, schools, churches, and stores. There are 14 county library systems in Alabama now. The library profession is not overcrowded; there is practically no unemployment. The work is cultural and broadening and most interesting.

MEDICAL SCIENCE—DENTISTRY

Speaker: Dr. Lola Taylor
Dentist
Birmingham, Alabama

Number in attendance: 35

QUALIFICATIONS
Personal: Interest in people, desire to serve humanity
Physical: High endurance, manual dexterity
Special: Calm nerves, poise in emergency

NECESSARY TRAINING
Academic: Minimum of 2 years college
Special: Four years in dental college

APPROXIMATE INCOME
Beginner: Salary position $150 per month; private practice nothing-minus and first few years lean ones
Experienced worker: $100 net, to $200 net per month and up

CONDITIONS OF WORK
Regular or irregular: Need regular; actual income irregular
Probability of placement: Salary positions few; private practice always available
Chances of advancement: Dependent on many conditions

DISADVANTAGES
Income irregular; "overhead" keeps on and no earnings during sickness and vacations; work often very trying

FUTURE OUTLOOK
Good—profession definitely not overcrowded

OPPORTUNITIES IN ALABAMA
Type: General dental practice

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Women—3 white; 1 negro

The need for more dental service in Alabama has been emphasized recently by school and Selective Service examinations. The first dental school was organized in Baltimore just one hundred years ago. The first law passed to regulate practice of dentistry was passed in Alabama. All dentists must have a state license to practice. There is no dental college in Alabama. Besides filling teeth, the average dentist also cleans teeth, and does extractions. When teeth have grown crooked the dentist straightens them. The dentist provides artificial substitutes, crowns, bridges, or dentures, for people who have lost their teeth. Not all dentists do all these kinds of work; some dentists are specialists. The work of dental hygienist offers interesting openings for young girls, and requires less training. A dental assistant handles the routine work of a dentist's office. Dentistry offers the satisfaction of creative work, the pleasure of working independently, and incentives to research.

MEDICAL SCIENCE—PHYSICIAN

Speaker: Dr. Louise Branscomb
Physician and Surgeon
Birmingham, Alabama

Number in attendance: 35

QUALIFICATIONS

Personal: Neatness, sympathetic attitude, integrity

Physical: Good health important, as always on call

Special: Ability to carry responsibility without too much strain; an interest in professional study

NECESSARY TRAINING

Academic: A.B. or B.S.; a few medical schools require only three years properly chosen undergraduate work

Special: Four years medical school plus from 1 to 7 years hospital training, depending on specialization

APPROXIMATE INCOME

Beginner: Private practice—likely not expenses first year

Experienced worker: $2000 to $4000 per annum

CONDITIONS OF WORK

Regular or irregular: Irregular hours, constantly on duty

Probability of placement: Can always have a job

Chances of advancement: Depends entirely on the individual

DISADVANTAGES

In private practice time for relaxation limited and uncertain

FUTURE OUTLOOK

Uncertain, due to the possibility of socialized medicine

OPPORTUNITIES IN ALABAMA

Type: Physicians needed, especially in gynecology, obstetrics, pediatrics, and psychiatry

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA

About 15 women

Few physicians, in spite of the long expensive preparation, ever become wealthy. Most physicians engage in general private practice. Women doctors are gradually finding the field easier to enter, especially if they specialize in diseases of women and children. Many doctors become specialists, which requires additional training but also usually increases earnings. Besides private practice, doctors work as staff physicians in hospitals, instructors in medical schools, with the Public Health Service, in industrial plants, for insurance companies, as medical missionaries, as resident physicians in schools and colleges, or conduct research in laboratories. Opportunities on college staffs, in insurance companies and in medical missionary work are particularly good for women. No girl unless she has an intensive interest, backed by good scholastic achievement, should consider the study of medicine.

MEDICAL SCIENCE—TECHNICIAN

Speaker: Elizabeth B. Gibson, R.T., R.M.T.
X-Ray and Laboratory Technician
Levi Laboratory
Anniston, Alabama

Number in attendance: 35

QUALIFICATIONS

Personal: Dependability, discretion, mental integrity
Physical: Good physical and mental health
Special: Accuracy, willingness to accept responsibility

NECESSARY TRAINING

Academic: Clinical, two years college; X-ray, high school
Special: Two years special technical training

APPROXIMATE INCOME

Beginner: $75 to $100 per month
Experienced worker: $100 to $175 per month

CONDITIONS OF WORK

Regular or irregular: Regular
Probability of placement: Good
Chances of advancement: Fair; often in salary only

DISADVANTAGES

Work confining; if with a hospital must be "on call"

FUTURE OUTLOOK

Very good, definitely a growing profession

OPPORTUNITIES IN ALABAMA

Type: Hospitals, private clinics, public health department

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA

Medical Technician: Registered, 139; non-registered, not known
X-Ray Technician: Registered, 16; non-registered, 150

CLINICAL LABORATORY TECHNICIAN

Clinical laboratory technicians are found in hospitals, public health departments, clinics, commercial establishments, and universities. Tasks vary according to type of laboratory. Some of the more commonly performed laboratory procedures are: blood counts, bacteriological smears, staining, Wasserman test, water analyses, various types of urinalysis. No complete hospital operates now without this service, which aids physicians to make more accurate diagnoses. Public health work is also important.

X-RAY TECHNICIAN

This profession started almost immediately after the discovery of the X-ray in 1890. Except in a very large hospital the X-ray technician is usually in charge from the start. The X-ray "picture" is a diagnostic aid, especially with bone cases. X-ray and radium have been combined to treat cancer. The technician administers therapy under doctor's orders. An X-ray technician needs to have a mechanical turn of mind. To become a recognized X-ray Technician the examinations of the American Registry of X-ray Technicians must be passed.

MUSIC

Speakers: Mrs. Burr Nabors
Private Studio
Birmingham, Alabama

Miss Christine McCann
Director Music Project
W.P.A. of Alabama

Number in attendance: 32

QUALIFICATIONS
Personal: Attractive personality, neat appearance
Physical: Good health and control of nervous system
Special: Exceptional talent, or ability and strong desire

NECESSARY TRAINING
Academic: For teachers, a college degree
Special: Graduate work in recognized school of music

APPROXIMATE INCOME
Beginners: Teachers, $700 a year; other fields, varies widely
Experienced workers: Teachers, $2000; other fields, no limit

CONDITIONS OF WORK
Regular or irregular: Irregular, except school positions
Probability of placement: Good, but initiative required
Chances of advancement: A highly individual matter

DISADVANTAGES
Except teaching, seasonal work; constant study required

FUTURE OUTLOOK
Excellent, better than for many years

OPPORTUNITIES IN ALABAMA
Type: Teaching in school or studio
Performance in orchestra, radio, church

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 2,200 women (estimate)

There is a growing demand for trained musicians. Employment as music teachers, in connection with schools or in private studios, offers fine opportunities. Specialization is common, such as piano, voice, orchestra and band instruments. The wind and string instrumentalists are another large group of musicians. These are found in symphony orchestras, dance bands, and ensembles. Other opportunities are playing in night clubs, in radio stations, for recording companies, and in theatres, hotels and restaurants. Singers are employed in operas, in musical comedies, as choir singers, in radio stations, and by recording companies. There are also conductors, band leaders, choral leaders and choir directors. In large cities there is a limited field for the music critic. The WPA is aiding musicians who need retraining to qualify for a job, giving supervision while experience is gained by teaching or playing for thousands of under-privileged children and adults in Alabama. Music is a field in which women have an equal chance with men; talent determines success.

NURSERY SCHOOLS

Speaker: Miss Lulu Palmer
Chief Training Consultant
Work Projects Administration
Montgomery, Alabama.

Number in attendance: 11

QUALIFICATIONS
Personal: Patience, sense of humor, desire to grow
Physical: Excellent health—no physical handicap
Special: Ability in music and art an asset

NECESSARY TRAINING
Academic: Four years of college
Special: Advanced study in Nursery School Education

APPROXIMATE INCOME
Beginner: $1200 to $1500 per annum
Experienced worker: $1500 per annum up

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: No difficulty if trained
Chances of advancement: Excellent

DISADVANTAGES
Much longer hours than ordinary teaching; much energy and effort demanded of the teacher

FUTURE OUTLOOK
One of the growing fields, outlook most encouraging

OPPORTUNITIES IN ALABAMA
Type: Teaching and supervision

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Women teachers: in colleges, 4; in private schools, 10
Women supervisors, 6

A nursery school is interested in the child from 2 to 5 years of age. The set-up differs from that of the primary grades as teaching is informal. In informal education a teaching situation must be made of opportunities as they are presented; the children learn as they play. The qualifications for a nursery school teacher are high. The great majority of workers in nursery school education have either a home economics or a psychology background. Specialized postgraduate training cannot be secured as yet in any Southern college. The work varies somewhat with the type of school. There is no law to prevent your opening a private nursery school if you desire. The WPA maintains nursery schools for children from low income families, and also in defense areas. The personality of the teacher is highly important, as little children are sensitive. Nursery schools offer a comparatively new field, and a field that is not yet crowded.

NURSING

Speakers: Miss Frances Zeigler
Dean
School of Nursing
Vanderbilt University

Miss Frances Whitten
Associate Executive Officer
State Board of Examiners
Birmingham, Alabama

Number in attendance: 19

QUALIFICATIONS
Personal: Good personality, reliability, resourcefulness
Physical: Good health, attested to by a physician
Special: Age range 18 to 35

NECESSARY TRAINING
Academic: At least high school, preferably some college
Special: Nursing course of three years the general rule

APPROXIMATE INCOME
Beginner: Private duty—$4 to $6 per day
General duty—$60-$85 per month & maintenance
Experienced worker: $1,000 to $3,000 per annum

CONDITIONS OF WORK
Regular or irregular: Regular except private duty
Probability of placement: Excellent now for the qualified
Chances of advancement: Dependent on demonstrated ability

DISADVANTAGES
Irregular employment for private duty; confinement for institutional group. Long hours in some situations

FUTURE OUTLOOK
Probably expansion of all fields for some time to come

OPPORTUNITIES IN ALABAMA
Type: Private nursing, hospital staff positions, public health

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
3,700 women

There is a great need for good nurses now. Nurses are needed for National Defense projects, as nurses in army camps, and also in the health programs now being established all over the country. This is in addition to the normal needs of hospitals and for private nursing. The largest group of nurses is engaged in private duty nursing; employment here is not regular. The field of public health nursing is a promising field and offers regular work. Industrial concerns employ nurses who care for workers and their families. Airlines and transportation companies use nurses. Red Cross nursing is becoming more important; this may require special training. County health nurses need an extra year of training. No Alabama school of nursing requires college work for admission. Be sure to select a school of nursing on the state approved list, as on your choice of a school depends your future status as a nurse. A few schools connected with medical colleges require two years of college for admission.

PHOTOGRAPHY

Speaker: Mrs. W. A. Sullivan
Owner
Sullivan's Studio
Decatur, Alabama

Number in attendance: 20

QUALIFICATIONS
Personal: General cultural background, including art
Physical: Good health
Special: Ability to get along well with people

NECESSARY TRAINING
Academic: At least high school, preferably college
Special: Training in a school of photography

APPROXIMATE INCOME
Beginner: Nothing to $15 per week
Experienced worker: $25 per week on up

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Good
Chances of advancement: According to ability and interests

DISADVANTAGES
Generally low salaries; work often in dark rooms and with chemicals; portrait work seasonal

FUTURE OUTLOOK
Very bright in commercial photography

OPPORTUNITIES IN ALABAMA
Type: Portrait studios in small towns

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 50 women (estimate)

While most people nowadays take pictures, professional photography is a skilled occupation. Photography has developed many specializations in recent years. A few years ago there were only three branches of photography—portrait, commercial and amateur finishing. Today there are also aerial, medical, astronomical, and criminal photography, besides the motion picture field. Of the illustrations in the commercial field 75% are now being produced by photographers. A field open to young girls is retouching. Women have been employed in increasing numbers in photography, and many have reached the top ranks. Photography is one of the few fields in which women have an even chance with men. Women have been particularly successful in portraiture of both children and adults and in fashion photography. Much newspaper and magazine photography is outdoor work and offers splendid opportunities for expression of individuality and artistic ability. The aspect of photography you find the most interesting is the one for you to follow. Real skill comes only from experience and practice.

PHYSICAL EDUCATION AND RECREATION

Speakers: Miss Ruth Lehman
Physical Education Department
Florida State College for Women

Miss Minnie Sellers
Supervisor Defense Recreation
W. P. A. of Alabama

Number in attendance: 60

QUALIFICATIONS
Personal: Poise, tact, ingenuity, enthusiasm
Physical: Excellent health and neuro-muscular coordination
Special: Skill and practice in dealing with groups

NECESSARY TRAINING
Academic: College degree—major in Physical Education
Special: Work in recreation, sociology, and psychology

APPROXIMATE INCOME
Beginner: $75 to $100 per month
Experienced worker: $110 to $200 per month

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Fair to good
Chances of advancement: Excellent

DISADVANTAGES
Long hours and many kinds of work

FUTURE OUTLOOK
Opportunities developing rapidly in this field

OPPORTUNITIES IN ALABAMA
Type: Teaching, recreational leadership and supervision

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Women teachers—about 450
Women recreation workers—75 supervisors, 500 leaders

There has been a great increase in recent years in the variety of work open to women trained in physical education and recreation. The program in Alabama has kept pace. The range of activities in physical education has increased, and besides the team games often includes swimming, tennis, hockey, golf, and dancing. An increasing emphasis is placed on physiotherapy. One can try out this occupation while still in school through work with college athletic association, summer jobs as camp counselor, Girl Scout work. Beginning teachers may be required to combine some other subject with physical education. Recreation includes many different kinds of activities. It is closely related to physical education because physical activities are such an important part of recreation. Besides these, recreation includes music, nature, dramatics, reading, and arts and crafts. Private organized recreation, as Y.W.C.A., is for certain groups. Community recreation is receiving increased attention in the industrial and military defense areas, and full time community recreation supervisors are being employed.

PUBLICITY

Speaker: Miss Helen Wise
Publicity Consultant
Montgomery, Alabama

Number in attendance: 22

QUALIFICATIONS
Personal: Perseverance, originality
Physical: A strong constitution
Special: Salesmanship, artistic ability

NECESSARY TRAINING
Academic: General college course, stressing English
Special: Course in journalism and advertising

APPROXIMATE INCOME
Beginner: Lucky to break even
Experienced worker: Unlimited

CONDITIONS OF WORK
Regular or irregular: Has peak moments
Probability of placement: Create your own placement
Chances of advancement: Unlimited

DISADVANTAGES
Hard work and discouraging at times

FUTURE OUTLOOK
Very bright

OPPORTUNITIES IN ALABAMA
Type: Direct mail service, principally in cities

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
No information available

My letter service agency is of especial value in Montgomery as compared to a larger city as few of the retail stores maintain staffs large enough to handle direct mail campaigns. Of course every firm in the city is a prospect—the florists, jewelers, photographers, automobile dealers, and many others. Besides the regular sales letters I have worked up several original ideas for special occasions such as Christmas and Easter. For our local florist I have been sending out reminders to husbands of the wife's birthday and the wedding anniversary. There are many problems a beginner is faced with. I was fortunate to be able to use a room at my home for an office the first year, when I did all the work myself, and often was typing when I needed, and wanted, to be out selling. I now have a full time girl, and soon will have a downtown office. In the publicity business as far as I have observed age is of no importance. It is open to the middle-aged as well as to youth. The hours are not as regular as a routine office job. The opportunities in this field are greater than in the majority of fields now open to women.

RELIGIOUS WORK

Speaker: Miss Nannie M. Price
Director Religious Education
First Methodist Church
Birmingham, Alabama

Number in attendance: 20

QUALIFICATIONS
Personal: Love of people, leadership ability, patience
Physical: Good health, minimum handicaps
Special: All assets possible—music, art, dramatics

NECESSARY TRAINING
Academic: College training, preferably a degree
Special: Special work in field of religious education

APPROXIMATE INCOME
Beginner: $75 to $100 per month
Experienced worker: $125 to $250 per month

CONDITIONS OF WORK
Regular or irregular: In most cases regular
Probability of placement: Usually a place for well qualified
Chances of advancement: Depends on the locality and YOU

DISADVANTAGES
Financial insecurity, long hours, and criticism

FUTURE OUTLOOK
Growing demand for church and specialized workers

OPPORTUNITIES IN ALABAMA
Type: Church secretary, pastor's assistant, YWCA

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Field too varied to estimate

There are many different phases of religious work. Probably the most interesting is local work, which includes the religious education director, young people's director, church secretary, church visitor, church manager, and church social worker. In some churches all these functions are combined as the duties of one person. The activities involved are primarily those of meeting and knowing the church membership, and orienting them in church interests. Some other types of religious work are: conference work, which is not confined to one locality, and specialized work with young people and adults, such as carried on by the Y.W.C.A. There are also executive positions on headquarters staffs, and editorial writers. Church work is not ideal and has its disadvantages as well as any other field. Men usually get higher salaries than women. You are dealing with human beings in a rather personal way and much patience, tact, and understanding are required. It is a great joy and satisfaction to see that you are helping people to catch a vision, and to grow.

RETAILING—DEPARTMENT STORE WORK

Speaker: Miss Lois Wright
Training Director
Loveman, Joseph and Loeb
Birmingham, Alabama

Number in attendance: 16

QUALIFICATIONS

Personal: Nice appearance, adaptability, alertness
Physical: No physical handicaps
Special: Pleasing personality, a liking for people

NECESSARY TRAINING

Academic: High school graduation
Special: Classes in retailing when possible

APPROXIMATE INCOME

Beginner: $12.50 per week—varies with city
Experienced worker: $25 per week including commission

CONDITIONS OF WORK

Regular or irregular: Regular store hours and full work days
Probability of placement: At present time, good
Chances of advancement: Advancement comes as it is earned

DISADVANTAGES

Long working hours; holidays mean special rush seasons

FUTURE OUTLOOK

Hours are being shortened; wages are being raised

OPPORTUNITIES IN ALABAMA

Large stores constantly on lookout for good salespeople

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA

About 10,000 women in sales work (estimate)

Department store work is a splendid field for women, but you must have aptitude for the type of work it represents. Education is not as important as in other fields; most stores employ high school graduates and also people with a better education. A department store is similar to a small town; a large store employs hundreds of people. These are divided into selling and non-selling groups. There are more non-selling employees than salespeople, but the sales force is the more important. Non-selling jobs include: wrappers; cashiers; alteration department seamstresses; copy writers and artists in the advertising department; auditors, accountants, and interviewers in the bookkeeping and credit departments; the employing and training staff in the personnel department. Loyalty and hard work bring promotion. A salesperson must make her quota, otherwise she is an expense to the store. The job of buyer is probably the most glamorized in this field. It depends on YOU and the store organization how long it takes to work up to becoming a buyer. All stores are different.

RETAILING—OWNER OF SHOP

Speaker: Miss Ethel Reasoner
Owner
"The Little Shop"
Montevallo, Alabama

Number in attendance: 7

QUALIFICATIONS
Personal: Self-confidence, initiative, accuracy
Physical: Correct posture, pleasing voice
Special: Trained memory, good judgment, responsible

NECESSARY TRAINING
Academic: Four years college, majoring in retailing
Special: Business administration, experience in selling

APPROXIMATE INCOME
Beginner: Cannot expect an income under two years
Experienced worker: $1200 a year up, depends on location

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Depends on own initiative
Chances of advancement: Better than the average

DISADVANTAGES
Long working hours involve physical strain; responsibility in analyzing market; affected by economic conditions

FUTURE OUTLOOK
Outlook very bright except for world conditions

OPPORTUNITIES IN ALABAMA
Type: Women's apparel shops, gift shops

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
About 75 women (estimate)

If you want to own your own shop, you have to have a number of executive traits, the most important being self-confidence and self-control. You should not start a shop unless you plan to make it your life work. The type of shop that will succeed depends on the locality. You must consider carefully the kind of merchandise you want to sell, the capital necessary, the financial credit you can secure, the location, and most of all what kind of people you are going to cater to. It is important that you know the general principles of business organization. The days of high pressure salesmanship have past. In the last few years there has been so much consumer education that you have to be well informed or the customer will know more about your merchandise than you do. You must always remember you are selling so that your customer will come back; often in conversation customers give tips on what they want now or later. The highest mortality is in gift shops. But whatever your type of shop, if you have made proper selections and arrangements the chances—plus hard work—are in your favor.

SOCIAL WORK—GOVERNMENT AGENCIES

Speakers: Miss Doris Bender, Field Representative, State Department Public Welfare, Montgomery, Alabama; Miss Virginia Gibbs, District Social Worker, Work Projects Administration, Decatur, Alabama

Number in attendance: 41

QUALIFICATIONS

Personal: Tact, poise, common sense, adaptability

Physical: Good health essential, work often taxing

Special: Sense of responsibility, good judgment

NECESSARY TRAINING

Academic: Degree from an approved college

Special: Three months graduate work or undergraduate courses recognized by State Board of Public Welfare

APPROXIMATE INCOME

Beginner: $90 to $110 per month

Experienced worker: $130 to $200 per month

CONDITIONS OF WORK

Regular or irregular: Regular

Probability of placement: Good, if qualified

Chances of advancement: Good

DISADVANTAGES

Outside work, long hours, always subject to call

FUTURE OUTLOOK

Though more people are training there are also more jobs

OPPORTUNITIES IN ALABAMA

Type: County Departments of Public Welfare, W. P. A.

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA

About 350 women (estimate)

DEPARTMENT OF PUBLIC WELFARE. In accordance with the Federal Social Security Act all states now have public welfare departments to furnish assistance to needy people. In Alabama the personnel of the State Department and of the 67 county departments is employed under a Merit System. County welfare boards select county department employees from registers set up by examinations. Social work positions include case worker, child welfare worker, and director. The case worker determines eligibility and need and supervises the families with whom she works.

WORK PROJECTS ADMINISTRATION. This agency, organized in 1935 to help alleviate the unemployment problem, provides work relief in the form of constructive projects of public benefit for able-bodied, unemployed, needy persons who are not eligible for other types of public assistance. The social work staff consists of interviewers serving each county, who determine eligibility for WPA work, refer clients to other agencies when necessary, and study unmet needs in the counties; and a supervisory staff providing supervision in social work techniques to the interviewers.

SOCIAL WORK—PRIVATE AGENCIES

Speakers: Mrs. Isobel Bruce
Associate Professor of Sociology
Alabama College

Mrs. Beatrice Vines
Field Representative in Alabama
American Red Cross

Number in attendance: 24

QUALIFICATIONS
Personal: Good personality, leadership, initiative
Physical: Good health and stamina
Special: Ability to speak in public

NECESSARY TRAINING
Academic: Bachelor's degree
Special: One year experience plus one year graduate work

APPROXIMATE INCOME
Beginner: $150 per month
Experienced worker: $200 per month

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Few jobs available in Alabama
Chances of advancement: Good when qualified

DISADVANTAGES
Difficulties of money raising

FUTURE OUTLOOK
Excellent, if placed

OPPORTUNITIES IN ALABAMA
Type: Very limited

NUMBER ENGAGED IN THIS WORK IN ALABAMA
From ten to fifteen women in this salary group

Public welfare work is sponsored and controlled by the federal and local authorities. However there are people in need of services not furnished by the public agencies. Thus there exist such private welfare agencies as the Family Welfare Society, Child Care Agency, and other agencies supported entirely by private funds. There are also the character building agencies, such as the Boy and Girl Scouts, Red Cross, Y. M. & Y. W. C. A. The work of these agencies is done by volunteers. There is a trained headquarters staff and in a few local communities an Executive Secretary, which position offers interesting openings. Red Cross work is not limited to war service, but includes public health work and disaster relief. The private agencies used trained social workers prior to the establishment of the federal, state and county welfare units. Requirements are perhaps even more rigid than in public welfare work. Private agencies because of their volunteer support have freedom for experimentation and are important and will always be needed.

SPEECH

Speakers: Miss Florence Pass
Director of Speech
Ensley High School
Birmingham, Alabama

Miss Wilhemina Quarles
Program Director
WJRD
Tuscaloosa, Alabama

Number in attendance: 43

QUALIFICATIONS
Personal: Poise, sense of humor, tolerance, patience
Physical: Good health—no serious physical defects
Special: Knowledge of people; sense of music and design

NECESSARY TRAINING
Academic: College, with a Speech minor at least
Special: Practice and theory in special field

APPROXIMATE INCOME
Beginner: Teacher, $100 per month; other, $50 per month
Experienced worker: $150 to $200 per month

CONDITIONS OF WORK
Regular or irregular: Irregular in most fields
Probability of placement: Generally good, varies with field
Chances of advancement: Varies—fair to very good

DISADVANTAGES
In teaching, lack of interest of officials and of funds
In radio, probability of having to work gratis at first
In dramatics, lack of security and slow progress

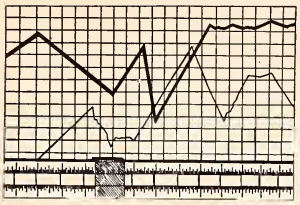
FUTURE OUTLOOK
Improving opportunities in most fields

OPPORTUNITIES IN ALABAMA
Type: Auditorium teachers, play coaches, radio

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Women—500 teachers; in radio, 2 program directors, 30 script writers

A successful career in speech work requires good foundation training. This may cover five fields—drama, interpretation, public speaking and debate, voice, and speech science. To be a good speech teacher you should have more than usual vitality, enthusiasm, a good sense of sportsmanship, and ability to get along with many different kinds of people. Speech work, other than teaching, includes: dramatics in the theatre, motion pictures, radio, and public story telling. Workers in these occupations seek in part to entertain, and in part to create artistic productions. If you are interested in dramatic work you should take part in high school and college theatricals, for the best way to learn to act is by acting. There is also a field in the directing of plays. Radio workers must possess the power to project their personalities over the air. Speech science is the corrective field, and raising the standards of American speech is a field making great strides at present.

STATISTICAL WORK



Speaker: Miss Annie Seay Owen
Statistician
State Department of Education
Montgomery, Alabama

Number in attendance: 49

QUALIFICATIONS
Personal: Accuracy, carefulness, thoroughness
Physical: Good eyesight, good physical condition
Special: Imagination, an inquiring mind, absolute integrity

NECESSARY TRAINING
Academic: College degree stressing English, math, statistics
Special: Business course in operating office machines

APPROXIMATE INCOME
Beginner: $100 to $130 per month
Experienced worker: $160 to $275 per month

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Good, combined with stenography
Chances of advancement: Rapid, if aptitude is shown

DISADVANTAGES
Close concentration on work tiring to nervous system and eyes

FUTURE OUTLOOK
Demand growing rapidly each year

OPPORTUNITIES IN ALABAMA
Type: State and Federal offices, large corporations

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Information not available

Satisfying a desire for knowledge and information is a pleasurable experience. If you possess this desire very keenly, then statistical work would interest you. Statistics is a scientific method involving mathematics, but applicable to any field of endeavor. There is hardly a phase of human activity that does not find statistical methods useful. Economics, sociology, business, agriculture, psychology and education—all lean heavily on statistics. But the mastery of calculating machines and statistical techniques cannot produce a statistician. Being a statistician is more than being a technician; it implies a perpetually skeptical mind, and a sixth sense to detect inaccuracies. Those suited to it find statistical work most interesting. Statistics is a field in which women find opportunities on practically the same basis as men, and many women have reached top positions. Also many women are doing competent statistical work who are classed as clerks and stenographers. The small number of women in the statistical field is largely due to failure to realize the opportunities awaiting them there, where advancement is really unlimited.

TEACHING

Speakers: Miss Anne Holdford
Director Workshop Program
Alabama College

Miss Lorine Barnes
President
Birmingham Teachers Association

Number in attendance: 31

QUALIFICATIONS
Personal: Integrity, social-mindedness, orderliness
Physical: Good health of mind and body
Special: Good background, charm, courtesy

NECESSARY TRAINING
Academic: College degree, even for elementary work
Special: Special training for type of work chosen

APPROXIMATE INCOME
Beginner: $525 to $1000 per annum
Experienced worker: $600 to $2400 per annum

CONDITIONS OF WORK
Regular or irregular: Regular
Probability of placement: Almost certain if well trained
Chances of advancement: Average; automatic salary increases

DISADVANTAGES
Low pay, poor living conditions in rural areas

FUTURE OUTLOOK
Not much improvement in near future

OPPORTUNITIES IN ALABAMA
Type: All types of schools

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
10,963 white women in 1939-40

In Alabama 51 per cent of all white elementary teachers, and 75 per cent of all high school teachers are college graduates. The lowest teaching certificate issued is based on the completion of one year of college, and pays $50 for seven months. For teachers who desire a living wage a college degree is necessary. The problems of the beginner are age-old, low pay and lack of skill and experience. Alabama salaries are lower than in many states. But Alabama has only $34 to spend on each child while New York has $134. The current Alabama tenure law places teachers on probation for the first three years, after which a teacher is put on continuing service status, which means she is protected in her job as long as her work is satisfactory. A retirement plan has also been worked out and will go into effect in 1941. Prejudice against sex holds women back less in teaching than in any other profession. But there are discriminations against women holding administrative positions. The training of youth is a social service of great importance. Under no conditions should one teach who does not want to do so.

WRITING

Speakers: Mrs. Willie Hughes Tarpley
President
Alabama Writers Conclave

Miss Elizabeth Van der Veer
Free lance writer
Birmingham, Alabama

Number in attendance: 22

QUALIFICATIONS
Personal: Determination, ability to work hard
Physical: Good health an advantage
Special: Very observing, imaginative, stickability

NECESSARY TRAINING
Academic: Good general education, college preferably
Special: Mastery of words; travel helps to broaden

APPROXIMATE INCOME
Beginner: Can count on nothing
Experienced worker: Possibly $2500 a year, depends on effort

CONDITIONS OF WORK
Regular or irregular: Regular, but own decision
Probability of placement: Writer must seek markets
Chances of advancement: Depends solely on individual

DISADVANTAGES
A long hard road to travel in a crowded field; earnings very small at first; must market own products

FUTURE OUTLOOK
As good as ever in spite of war

OPPORTUNITIES IN ALABAMA
Type: Free lance work

NUMBER ENGAGED IN THIS VOCATION IN ALABAMA
Around 100 women (estimate)

Writing can be divided into four classes: newspaper work, short story writing, novels, and poetry. The first thing to do if you want to write is to pick out the field you will work in. The lazy person should never choose writing, because it is hard work. The only tools are words, paper, and pencil, or preferably typewriter. The only way to learn how to write is to write. Newspaper work makes you write whether you feel like it or not, but regular, persistent hours of work are needed for any kind of writing. Radio script writing is a big field, and a crowded one, but today you have a chance of selling your material. Novel writing is a popular field. Opportunities in non-fiction writing are good at present, but you must be well informed. A free lance writer must know markets. Don't expect to earn a living at writing—in the beginning or perhaps ever. But if to a desire and the ability to write you add a learning attitude and determination, you'll certainly enjoy your work and most likely win a satisfying success. And writing is a field in which you need fear no discrimination because of sex.